

1/75

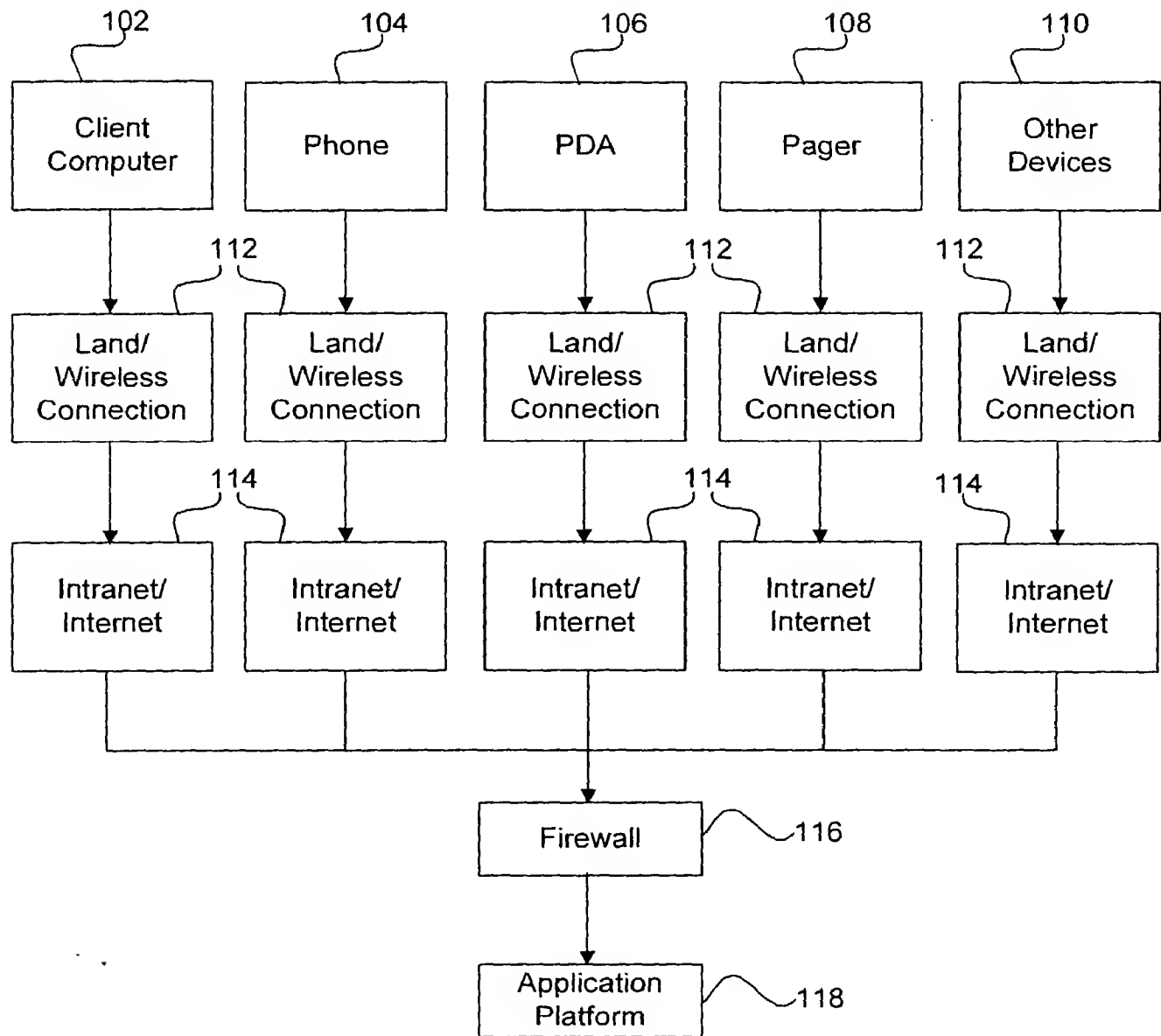


FIG. 1

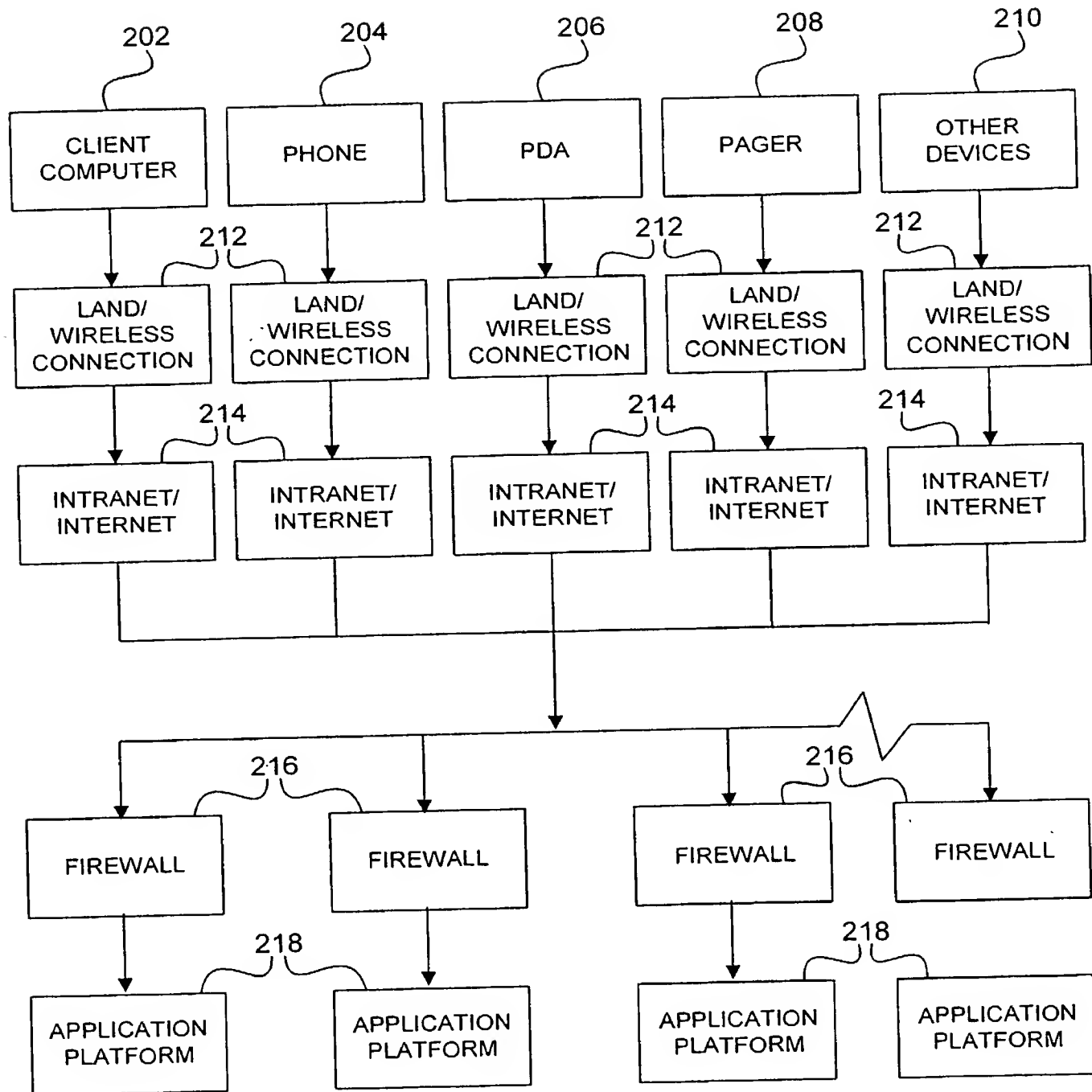


FIG. 2

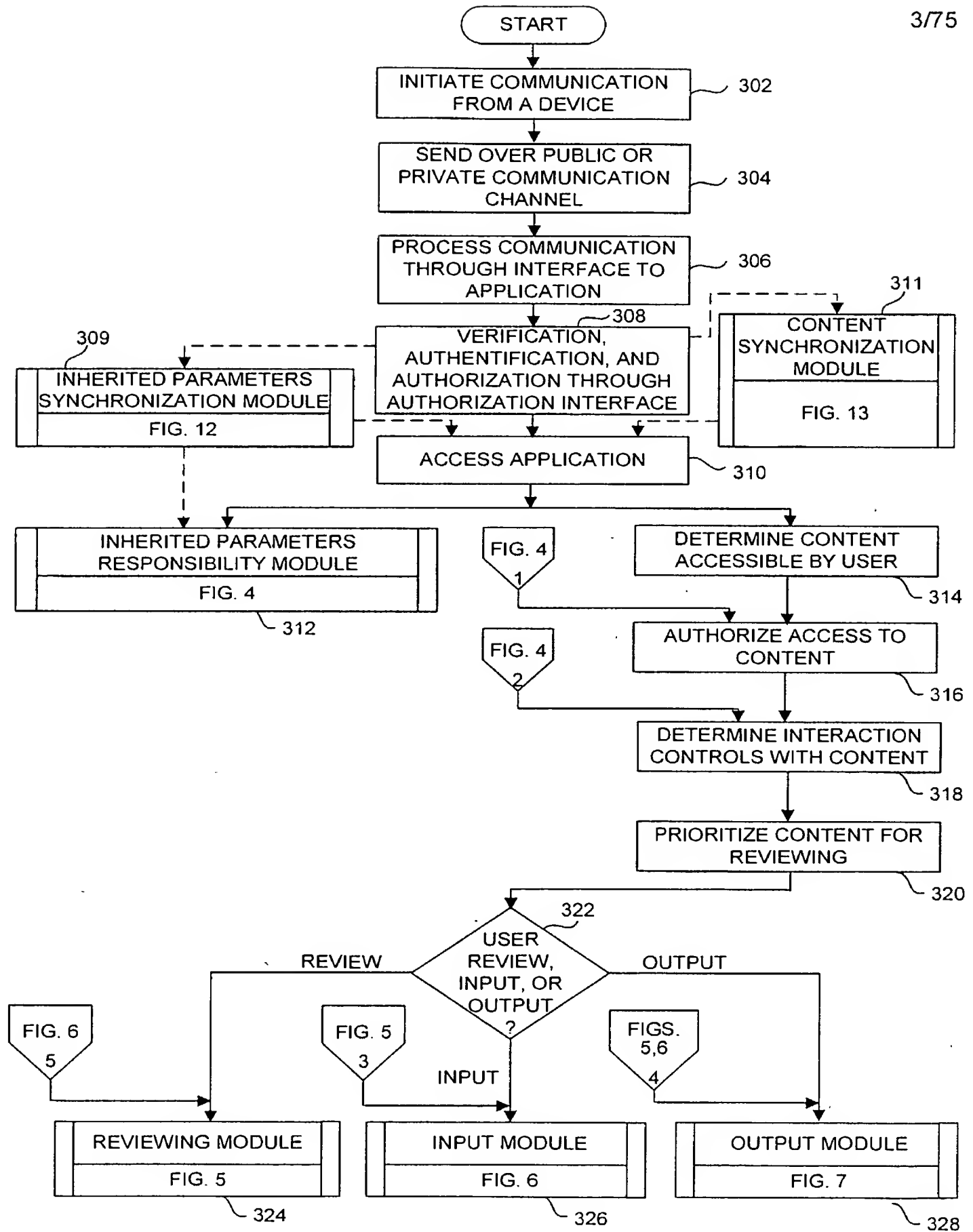


FIG. 3

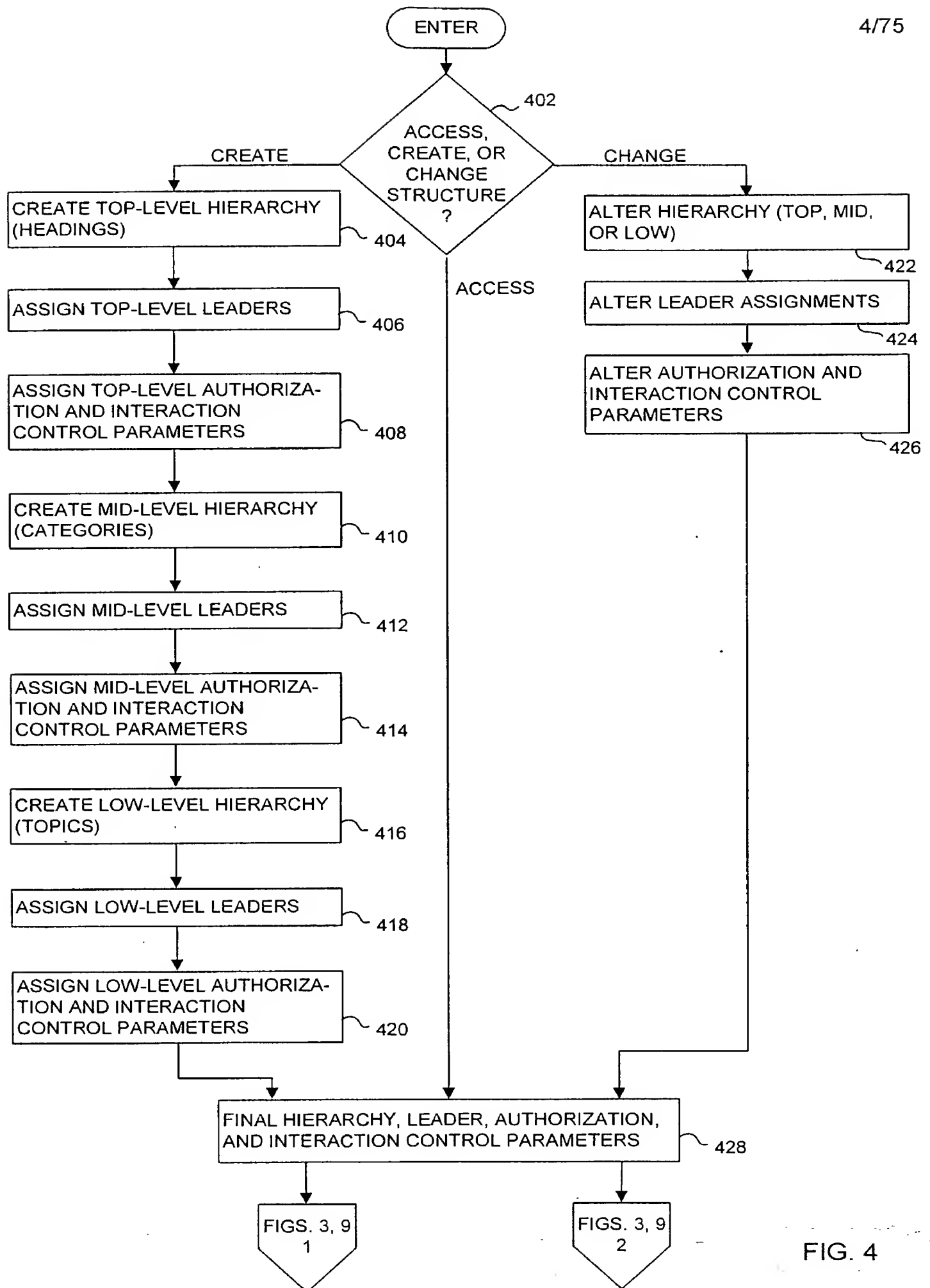


FIG. 4

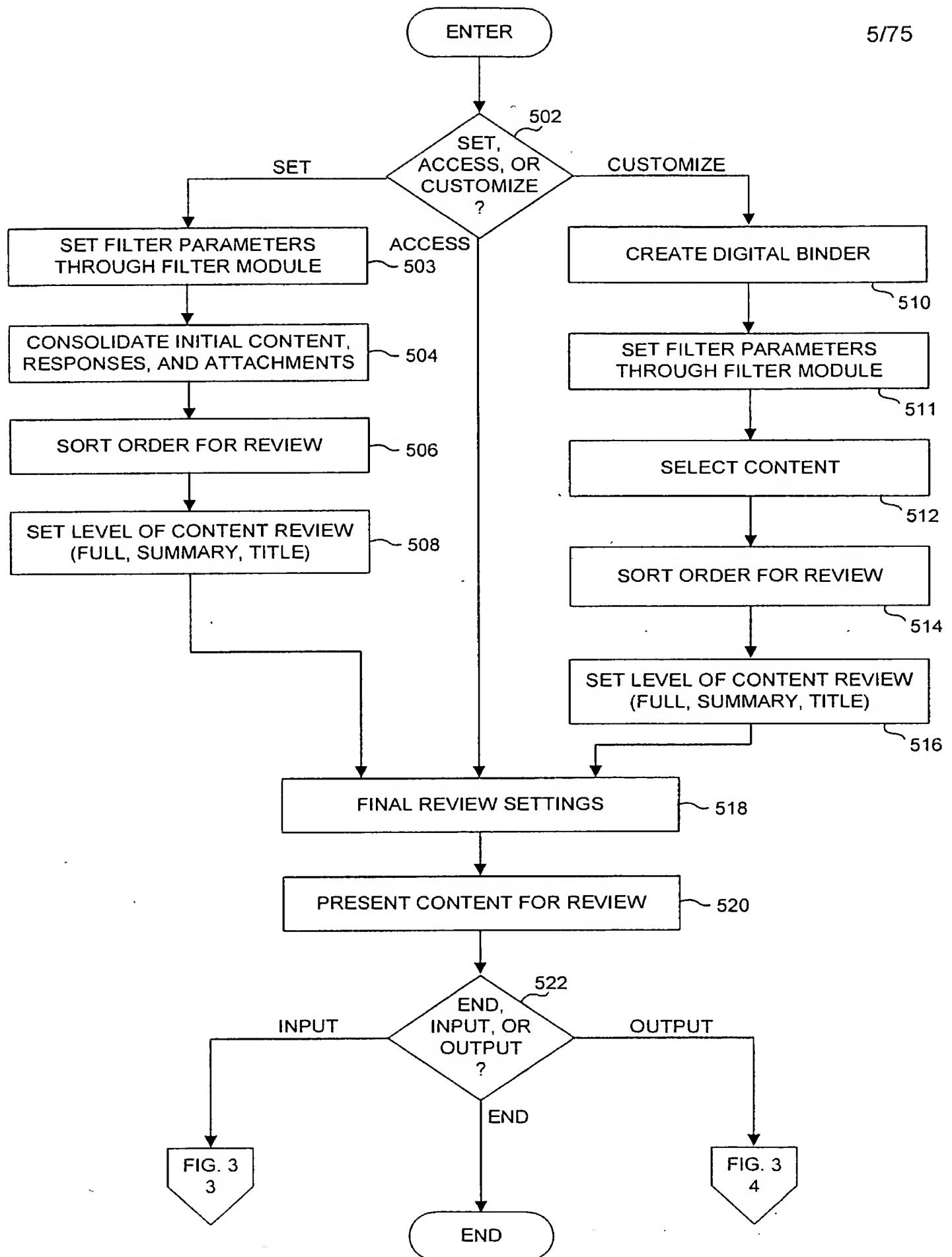


FIG. 5

6/63

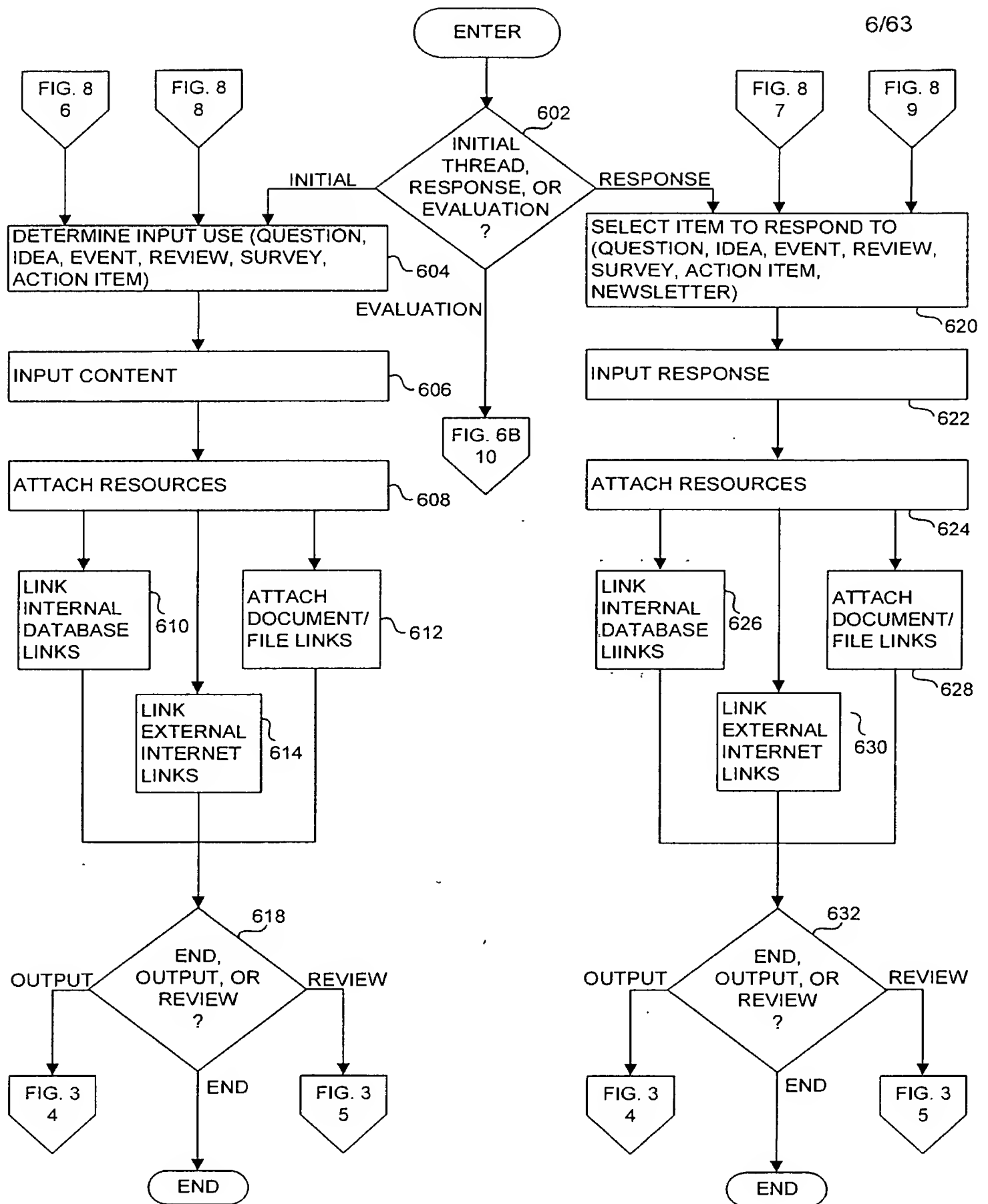


FIG. 6A

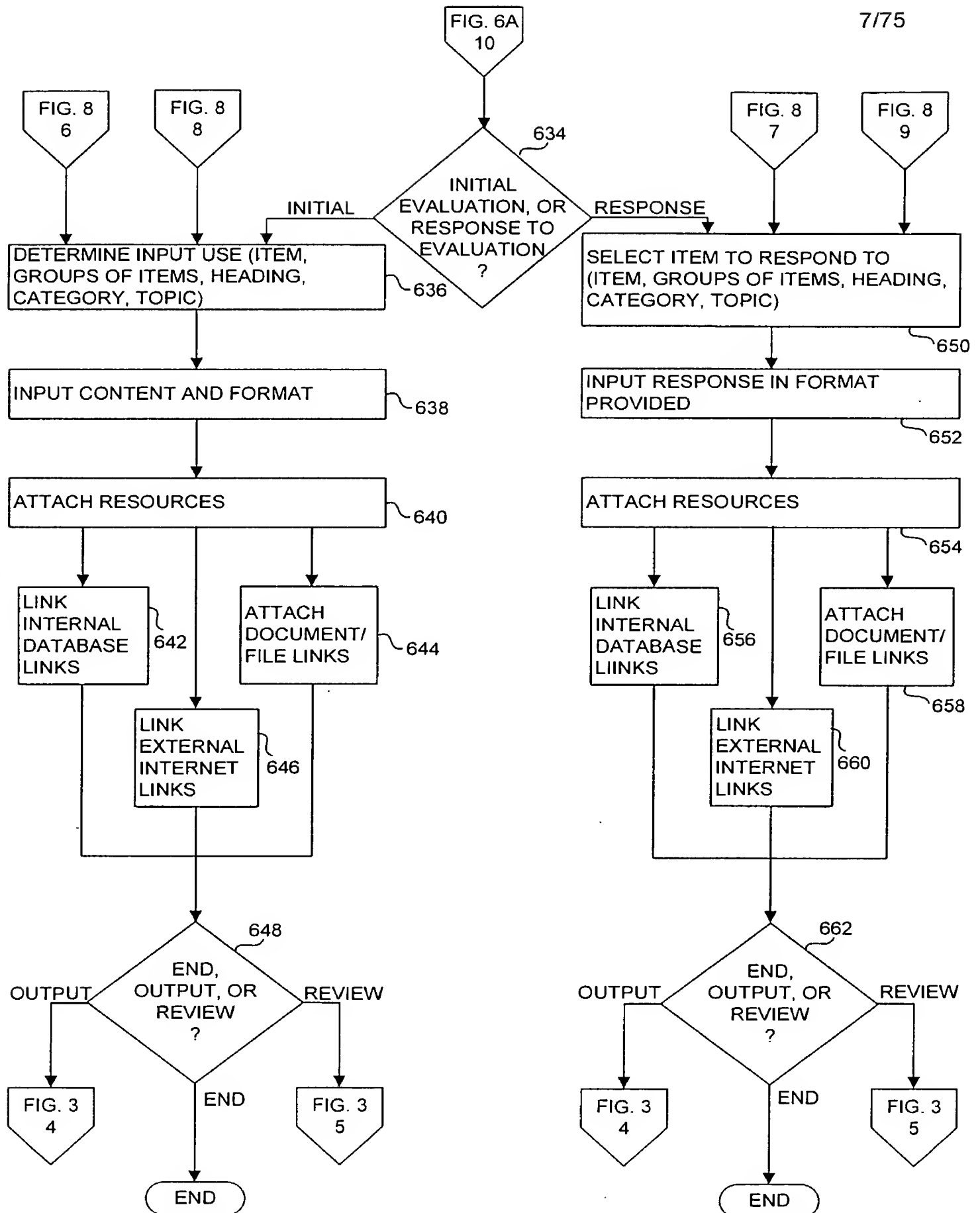


FIG. 6B

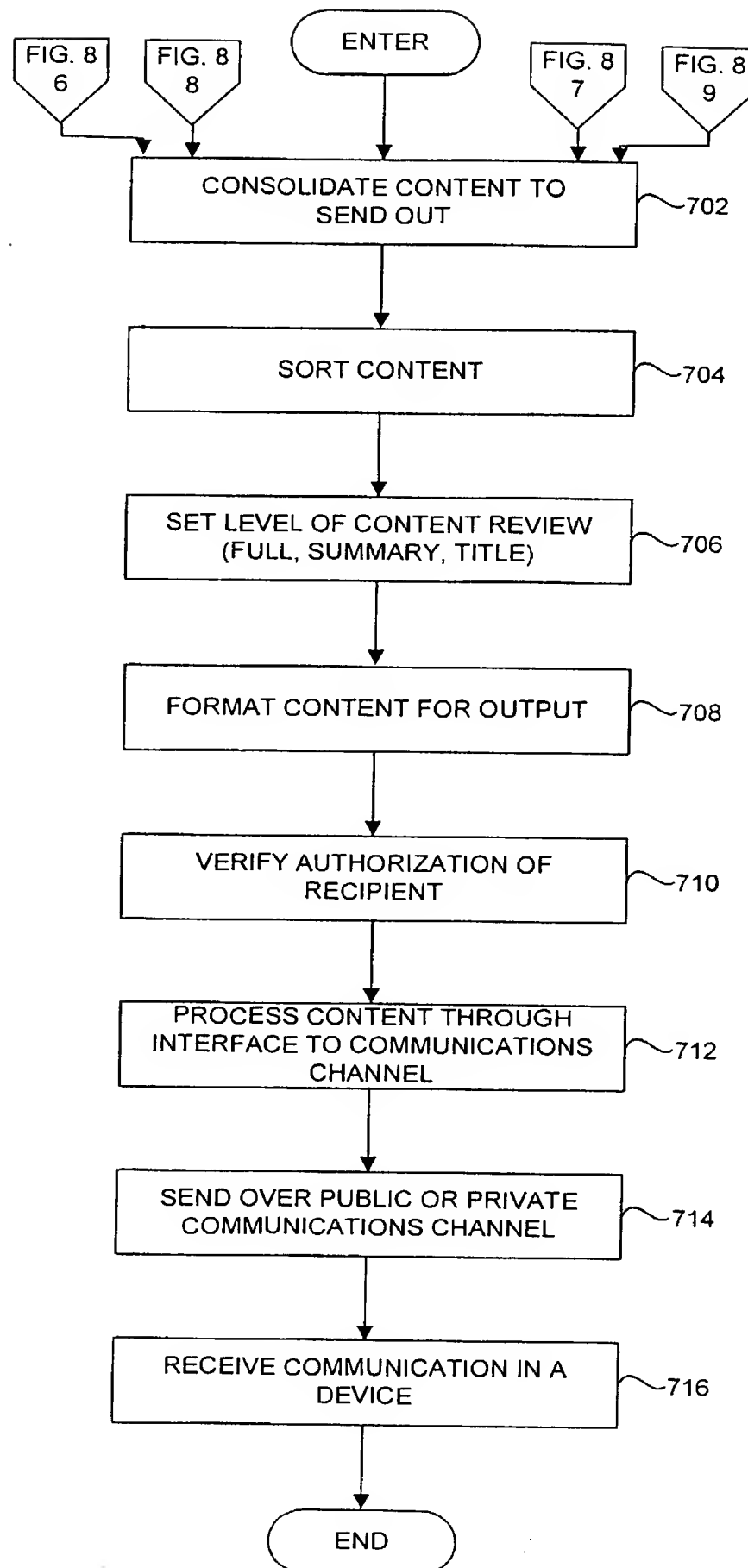


FIG. 7



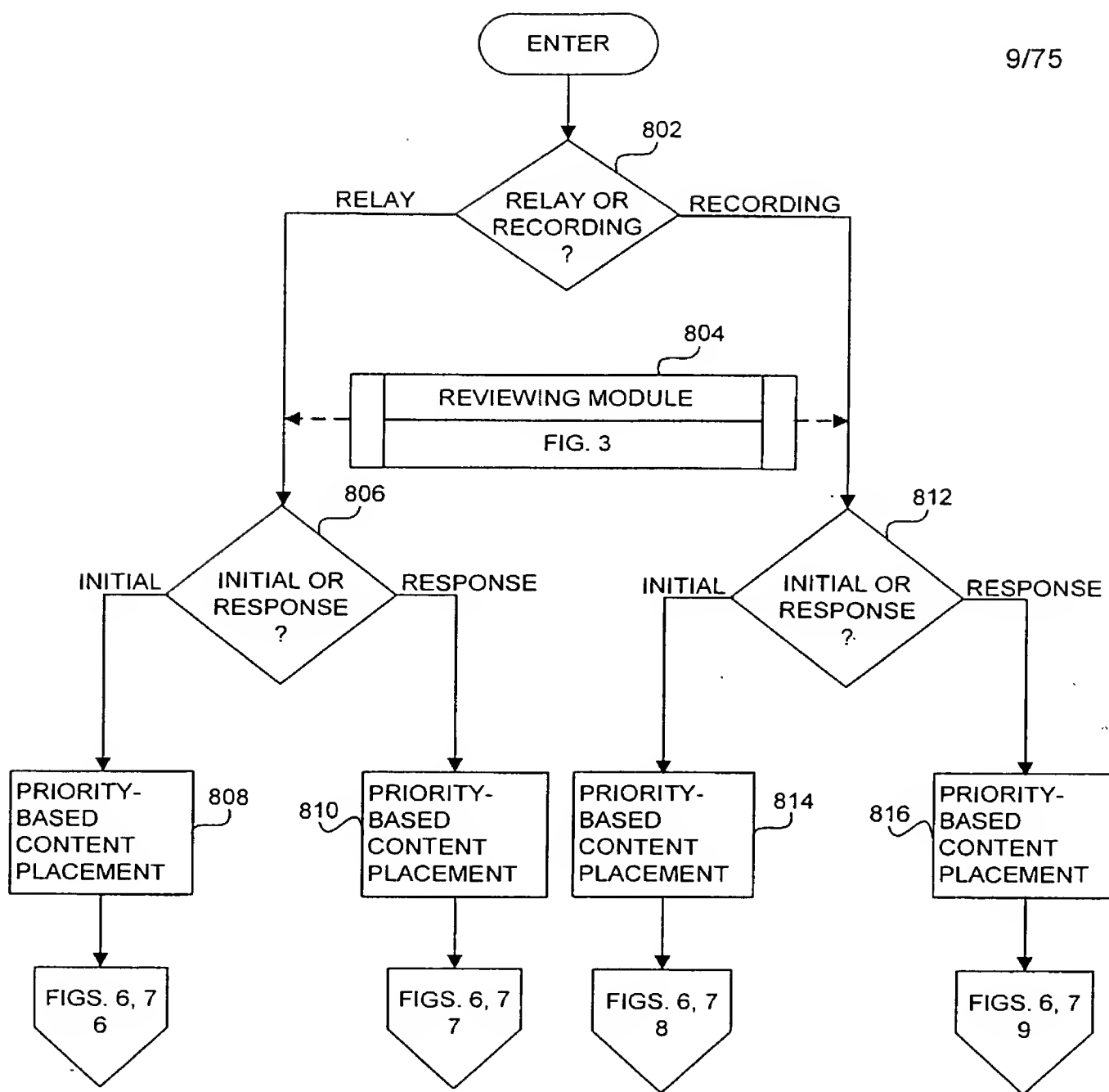
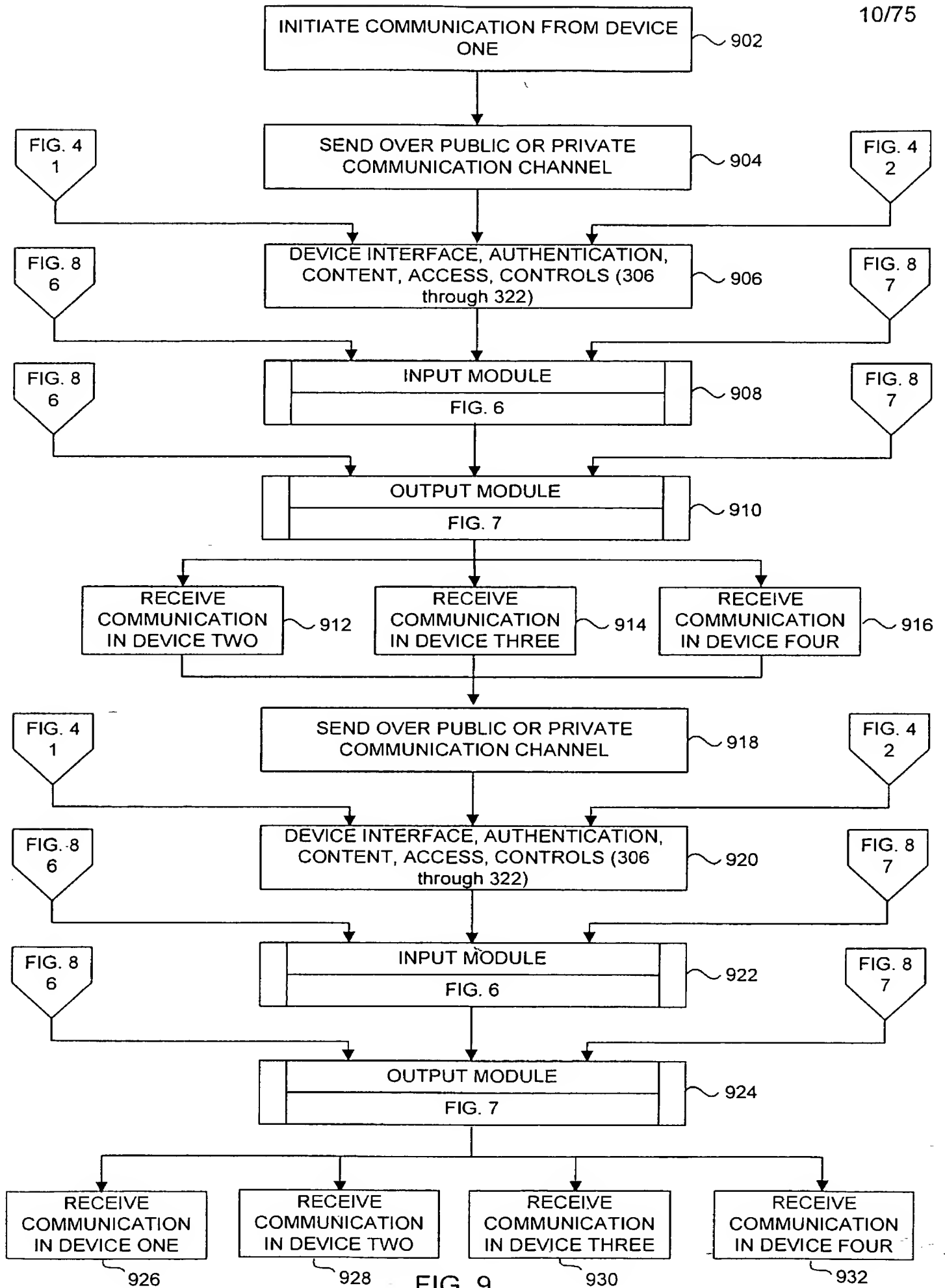


FIG. 8

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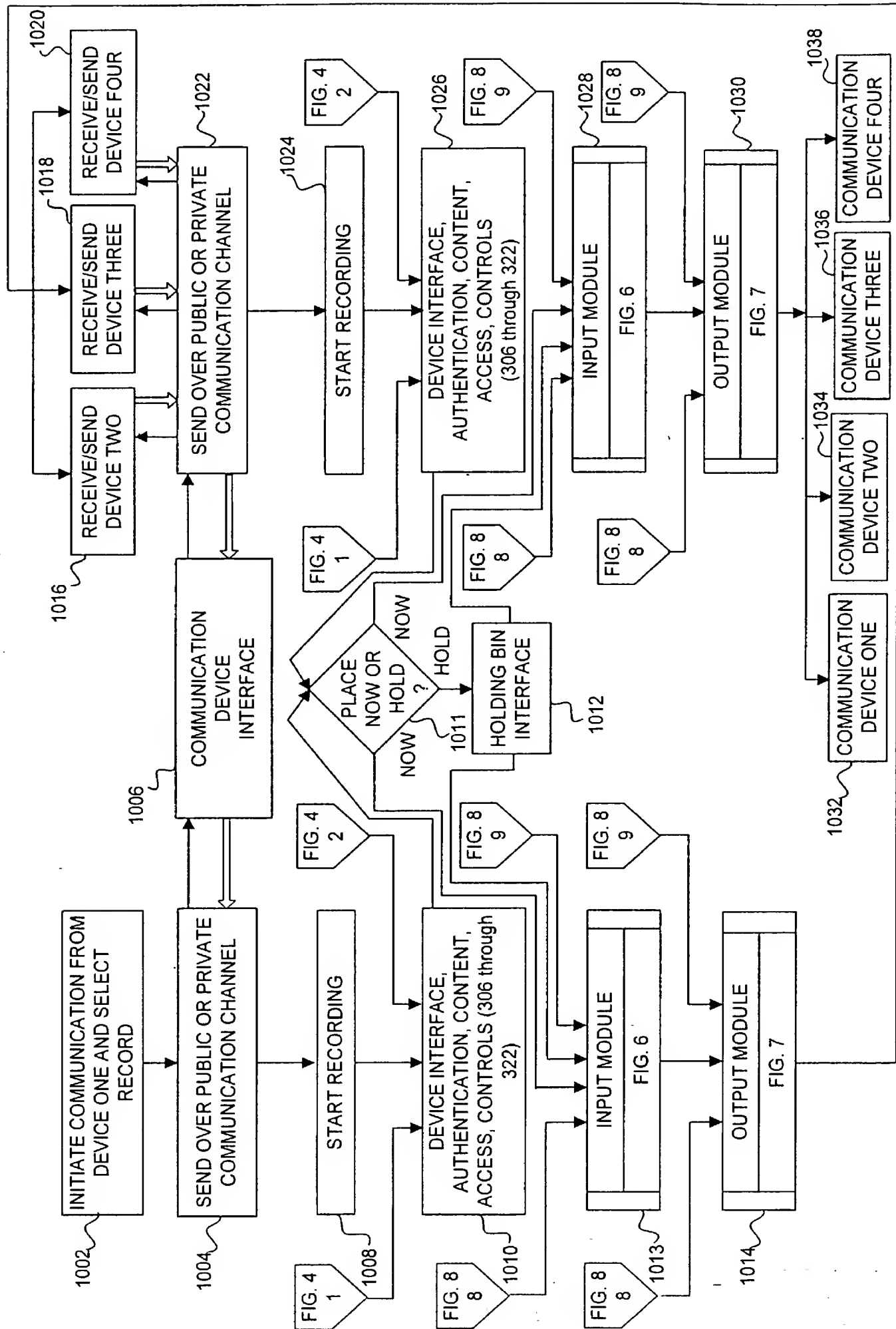


FIG. 10

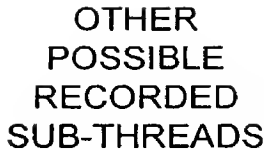


FIG. 11

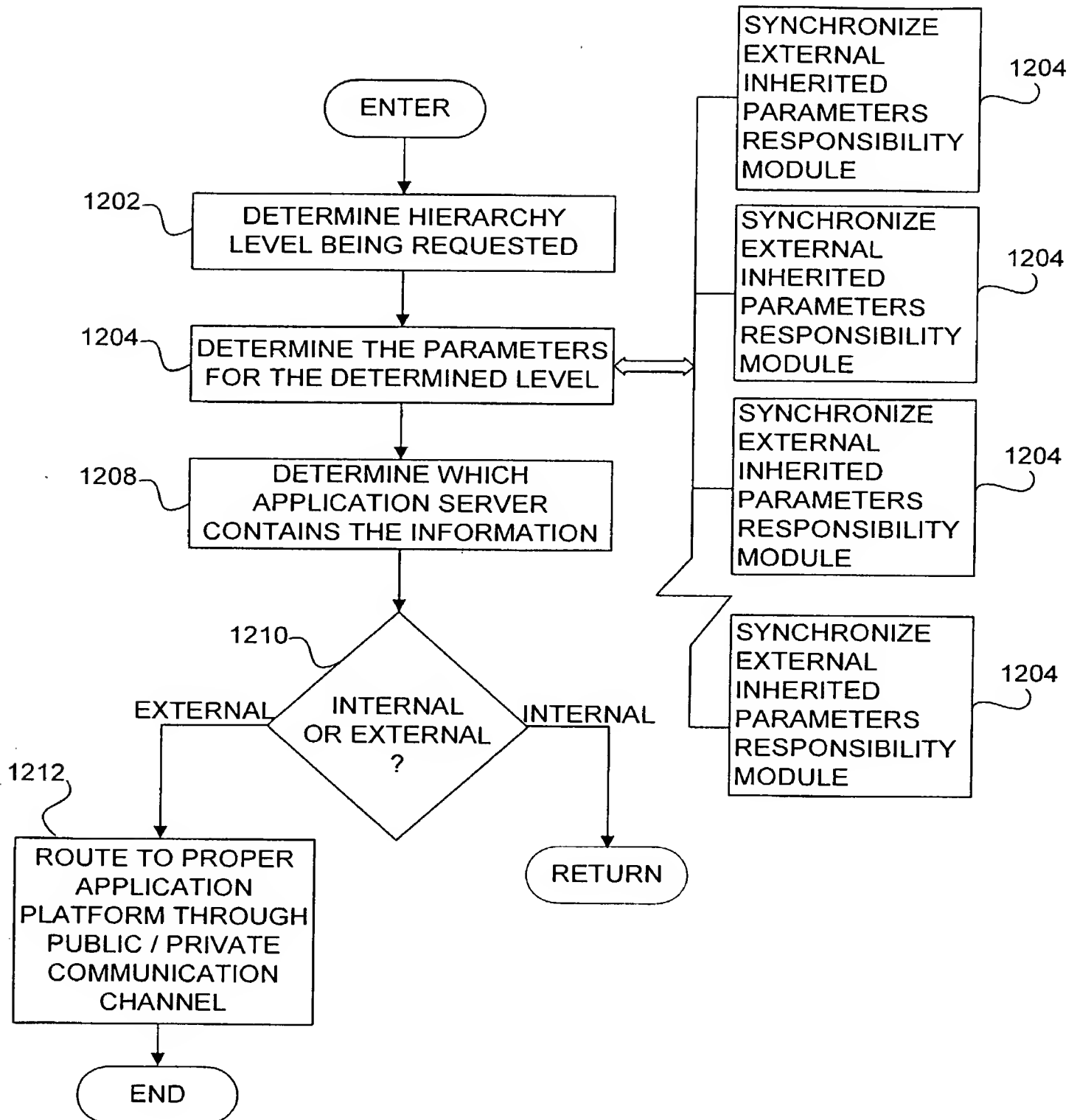


FIG. 12

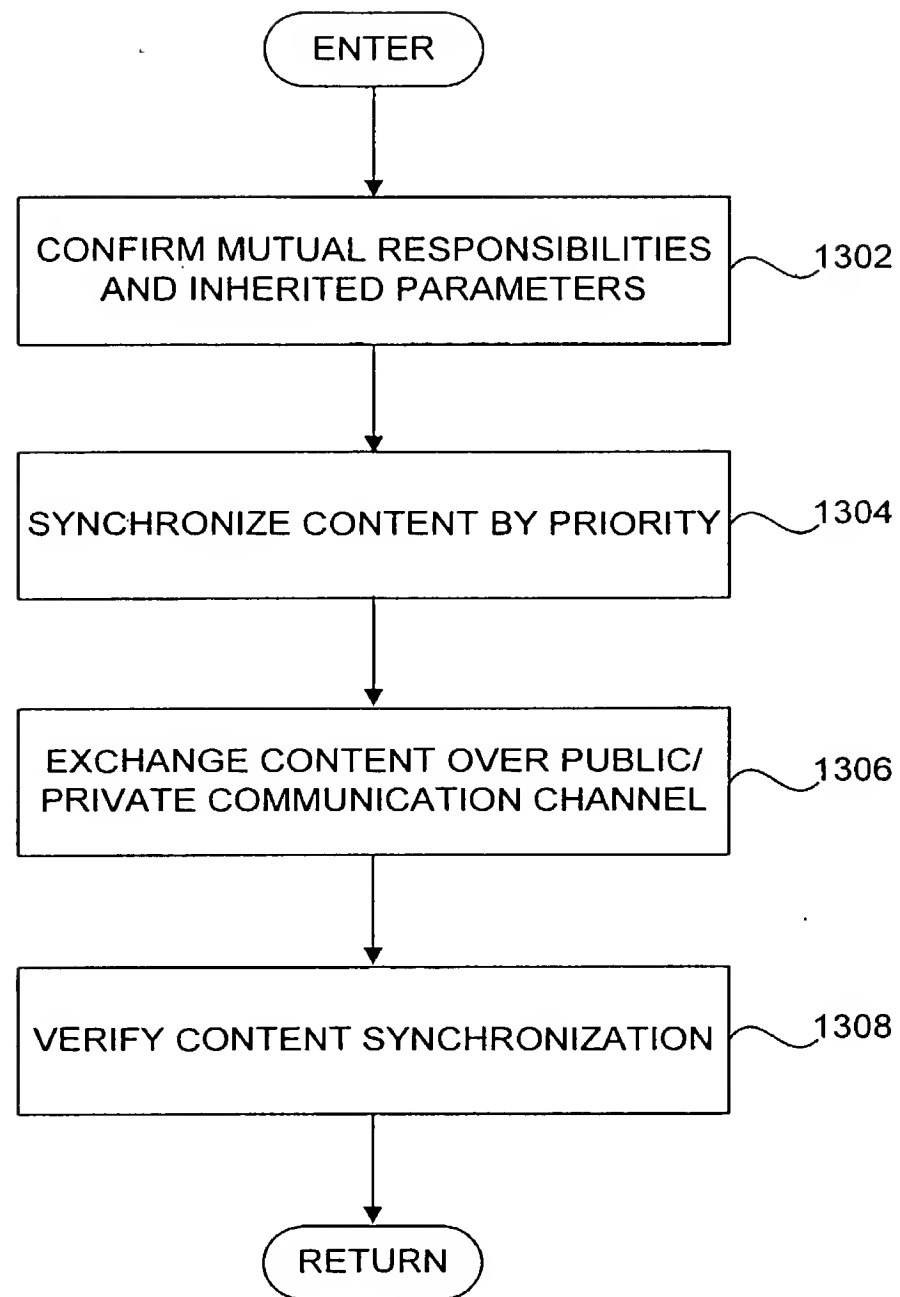


FIG. 13

15/75

Welcome to kDNA - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites History Links

Address http://kdna.knowledgedna.com/welcome.asp

KnowledgeDNA™ Home Exit Tutorial Tools Admin Tooltips

**KDNA**

Welcome to KnowledgeDNA

Hi SGradisar! Your account is registered to Stanley Gradisar. You are registered as a User.

**View Content**

**Shortcuts**

Group:

Unit:

**New Activity Alerts**

Date	From	Title	Type	New	
10/8/01	sstrickholm	Additional Development Documents	I	Item (Emailed)	Delete Alert
10/8/01	sstrickholm	KDNA - Underlying Principles	I	Response (Emailed)	Delete Alert

**New Message Alerts**

Date	From	To	Subject
------	------	----	---------

**Receive Email Copies of Homepage**

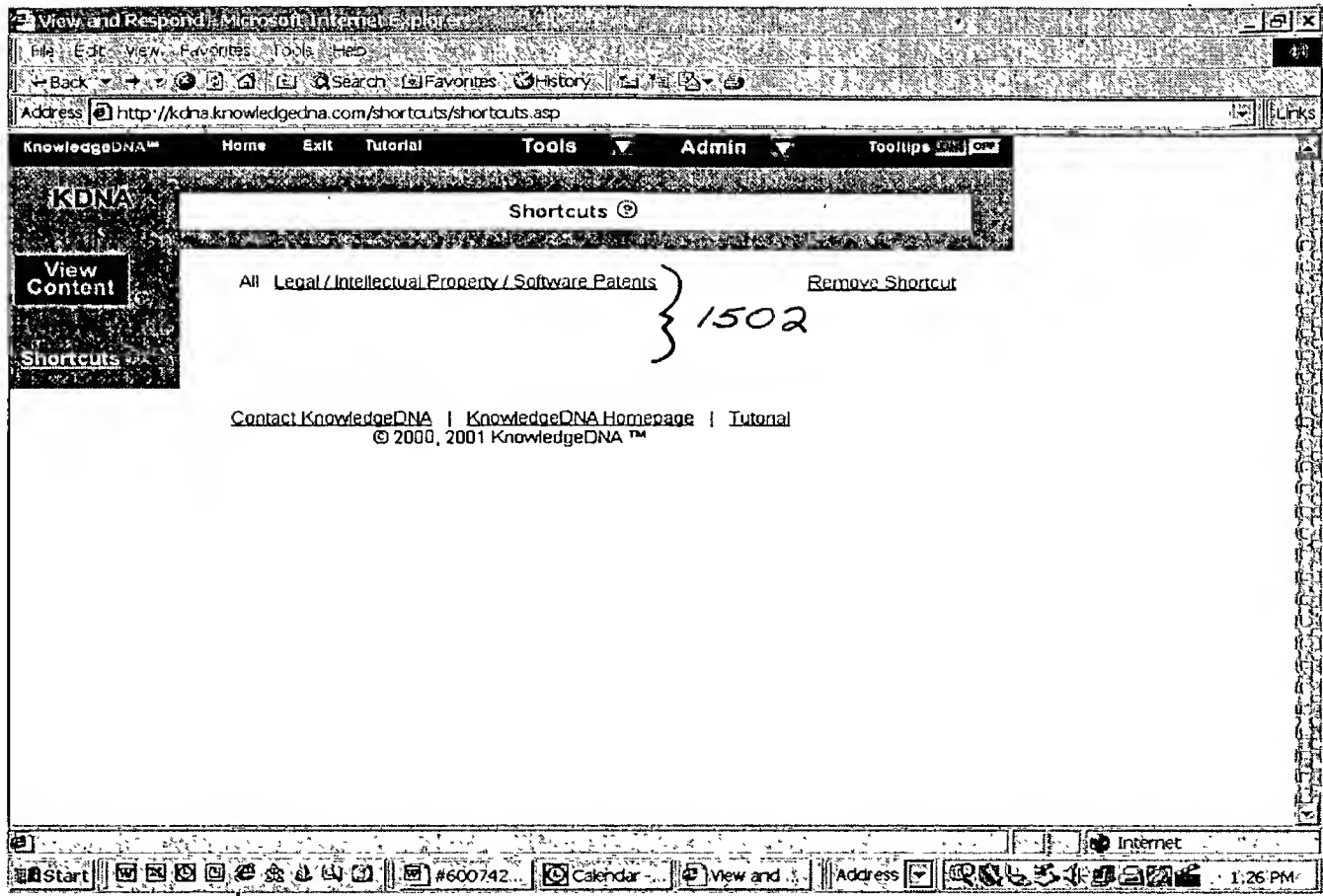
☐ 6:00 a.m. (PST) ☐ 12:00 p.m. (PST) ☐ 6:00 p.m. (PST) ☐ 12:00 a.m. (PST)

Contact KnowledgeDNA | KnowledgeDNA Homepage | Tutorial

© 2000, 2001 KnowledgeDNA™

Start #600742... Calendar... Welcome... Address 5:30 PM

FIG. 14



1500

FIG. 15



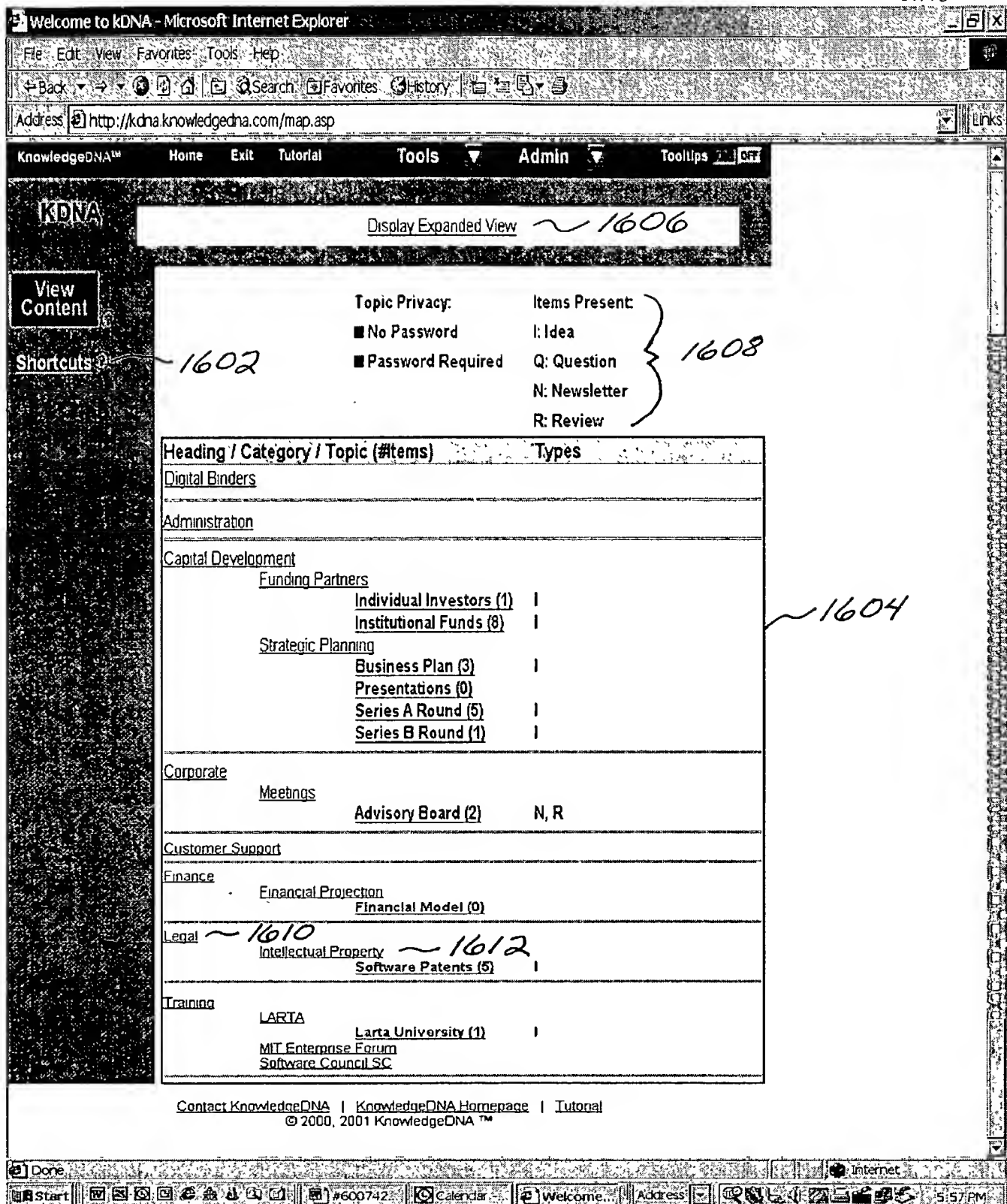


FIG. 16

Welcome to kDNA - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites History Full Screen Links

Address http://kdna.knowledgedna.com/map.asp

KnowledgeDNA™ Home Exit Tutorial Tools Admin Tooltips

**View Content**

**Shortcuts**

Shortcuts: These are like Favorites or Bookmarks. Access your list by clicking on Shortcuts right under VIEW. While in a Topic area, you can click on Add to Shortcuts to create a one-click navigation short-cut back to that spot.

1702

Topic Privacy: ☐ No Password ☐ Password Required

Items Present: I: Idea Q: Question N: Newsletter R: Review

lc (#Items)	Types
<b>Administration</b>	
<b>Capital Development</b>	
Funding Partners	
Individual Investors (1)	I
Institutional Funds (8)	I
Strategic Planning	
Business Plan (3)	I
Presentations (0)	
Series A Round (5)	I
Series B Round (1)	I
<b>Corporate</b>	
Meetings	
Advisory Board (2)	N, R
<b>Customer Adoption</b>	
Assessment	

http://kdna.knowledgedna.com/map.asp#

Start #60074... Calendar... Welcome... Address 7:42 PM

1600

FIG. 17

KnowledgeDNA Tutorial - Microsoft Internet Explorer

Print Close

## KnowledgeDNA Tutorial

Table of Contents	
Basic Tutorial	Advanced Tutorial
<a href="#">1. Home Page</a>	<a href="#">6. Database Design</a>
<a href="#">2. Navigation</a>	<a href="#">7. Home Page</a>
<a href="#">3. Topics</a>	<a href="#">8. User Input Levels</a>
<a href="#">4. Items</a>	<a href="#">9. Items</a>
<a href="#">5. Tools</a>	<a href="#">10. Admin</a>

### Basic Tutorial

**INTRODUCTION:** KnowledgeDNA™ helps you innovate, share knowledge and make decisions in a dynamic environment. Unlike email, everyone can instantly see what everybody else is thinking. Unlike chat rooms or message boards, content is well organized and archived for future use. Use this platform to

- Share your best ideas with each other
- Save time by re-using each others' experience
- Make better and faster decisions
- Communicate with your customers and partners
- Protect and save your knowledge for future use

**There are four different types of Items** - each can contain a discussion thread

- **Ideas** allow voting and group feedback on the validity of an emerging concept
- **Questions** create a forum for asking questions and capturing solutions organization-wide
- **Newsletters** provide real-time RSVP's, pre-meeting documents and discussion, plus information on events
- **Reviews** record agreement or non-agreement by members and their responses to proposed courses of action

Start [Icons] #600... Calendar http://KDN... Address [Icons] 1:15 PM

FIG. 18

Welcome to KDNA - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History

Address http://kdna.knowledgedna.com/map.asp?basic=no

KnowledgeDNA™ Home Exit Tutorial Tools Admin Tooltips

KDNA Display Basic View

View Content

Shortcuts

Topic Privacy: ☐ No Password ☐ Password Required

Items Present: I: Idea Q: Question N: Newsletter R: Review

User Input Levels: ☐ Vote + Submit ☐ Respond + Vote ☐ Respond Only ☐ Read Only

1904

Heading / Category / Topic (#Items)	Types	Leaders	Levels	# of Clients
Digital Binders				
Administration		Steve Strickholm		
Capital Development		Andy Winchester		
Funding Partners		Andy Winchester		
Individual Investors (1)	I	Andy Winchester	▲	1
Institutional Funds (8)	I	Andy Winchester	▲	1
Strategic Planning		Andy Winchester		
Business Plan (3)	I	Sasha Globa	▲	1
Presentations (0)		Sasha Globa	▲	1
Series A Round (5)	I	Andy Winchester	▲	1
Series B Round (1)	I	Steve Strickholm	▲	1
Corporate		Sasha Globa		
Meetings		Sasha Globa		
Advisory Board (2)	N, R	Steve Strickholm	▲	4

1902

1906

Start #600742... Calendar Welcome... Address 6:11 PM

1600

FIG. 19

2 Welcome to kDNA - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites History

Address http://kdna.knowledgedna.com/map.asp?basic=no

KnowledgeDNA™ Home Exit Tutorial Tools Admin ToolTips OFF

User Info Alerts

2002 { Digital Binder Document Drawer Talent Search

2004  
2006  
2008  
2010  
2012

View Content

Shortcuts

Topic Privacy:
 

- No Password
- Password Required

Items Present:
 

- I: Idea
- Q: Question
- N: Newsletter
- R: Review

User Input Levels:
 

- Vote + Submit
- Respond + Vote
- Respond Only
- Read Only

Heading / Category / Topic (#Items)	Types	Leaders	Levels	# of Clients
Digital Binders ~ 2014				
Administration		Steve Strickholm		
Capital Development		Andy Winchester		
Funding Partners		Andy Winchester		
Individual Investors (1)	I	Andy Winchester	▲	1
Institutional Funds (8)	I	Andy Winchester	▲	1
Strategic Planning		Andy Winchester		
Business Plan (3)	I	Sasha Globa	▲	1
Presentations (0)		Sasha Globa	▲	1
Series A Round (5)	I	Andy Winchester	▲	1
Series B Round (1)	I	Steve Strickholm	▲	1
Corporate		Sasha Globa		
Meetings		Sasha Globa		
Advisory Board (2)	N, R	Steve Strickholm	▲	4

http://kdna.knowledgedna.com/map.asp?basic=no#

Start #600742 Calendar Welcome Address 6:15 PM

FIG. 20

2100

FIG. 21

User Login - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History

Address http://kdna.knowledgedna.com/admin/admin.asp

KnowledgeDNA Home Exit Tutorial Tools Admin Tooltips

Go To Show Users My Personal Profile Show Users

Set User ID: 2204 SGradisar Set Alias: 2202

Change User ID Change Alias

Change Password:

Enter Old Password

Enter New Password

Confirm New Password

Change Password

Change Email:

sqgradisar@gibsondunn.com

Change Email

Define Your Place In the Organization Structure:

Set Your Primary Functional Groups

Group Level 1:

Group Level 2:

Set Your Primary Operation Unit

Unit Level 1:

Unit Level 2:

Start #60074... Calendar User Log Address 7:30 PM

2100

FIG. 22



2306

	Last Name	First Name	User Name	User Type
1.	Bill	Sean	SBill	Topic Leader
2.	Bley	Mike	MBley	Heading Leader
3.	Boone	Jeff	JBoone	Heading Leader
4.	Brown	Eric	EBrown	Heading Leader
5.	Calvert	david	dcalvert	Heading Client
6.	Carlson	Keith	KCarlson	Heading Leader
7.	Client	T	TClient	Topic Client
8.	Client	C	CClient	Category Client
9.	Client	H	HClient	Heading Client
10.	Doroshenko	John	doroshit	Heading Leader
11.	Dozier	Ken	kdozier	Topic Client
12.	Globa	Sasha	SGloba	Web Master
13.	Gradisar	Stanley	SGradisar	User
14.	Johnson	Nichole	NJohnson	Topic Client
15.	Leon	Bnan	BLeon	Topic Client
16.	Lizardy	Andoni	ALizardy	Heading Leader
17.	Lyons	Harnet	HLyons	Category Leader
18.	McKean	Marjone	MMcKean	Heading Leader
19.	Rousseau	Roxanne	RRousseau	Category Leader
20.	Santaella	Toni	TSantaella	User
21.	Smythe	Harv	HSmythe	Category Client
22.	Stinckholm	Steve	ssinckholm	Web Master
23.	Sutter	Jim	JSutter	Heading Leader
24.	Tache	Kick	KTache	User
25.	Weinck	Brad	BWeinck	Topic Client
26.	Winchester	Andy	AWinchester	Heading Leader

2302

2304

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2300

FIG. 23



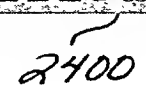


FIG. 24

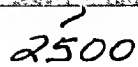
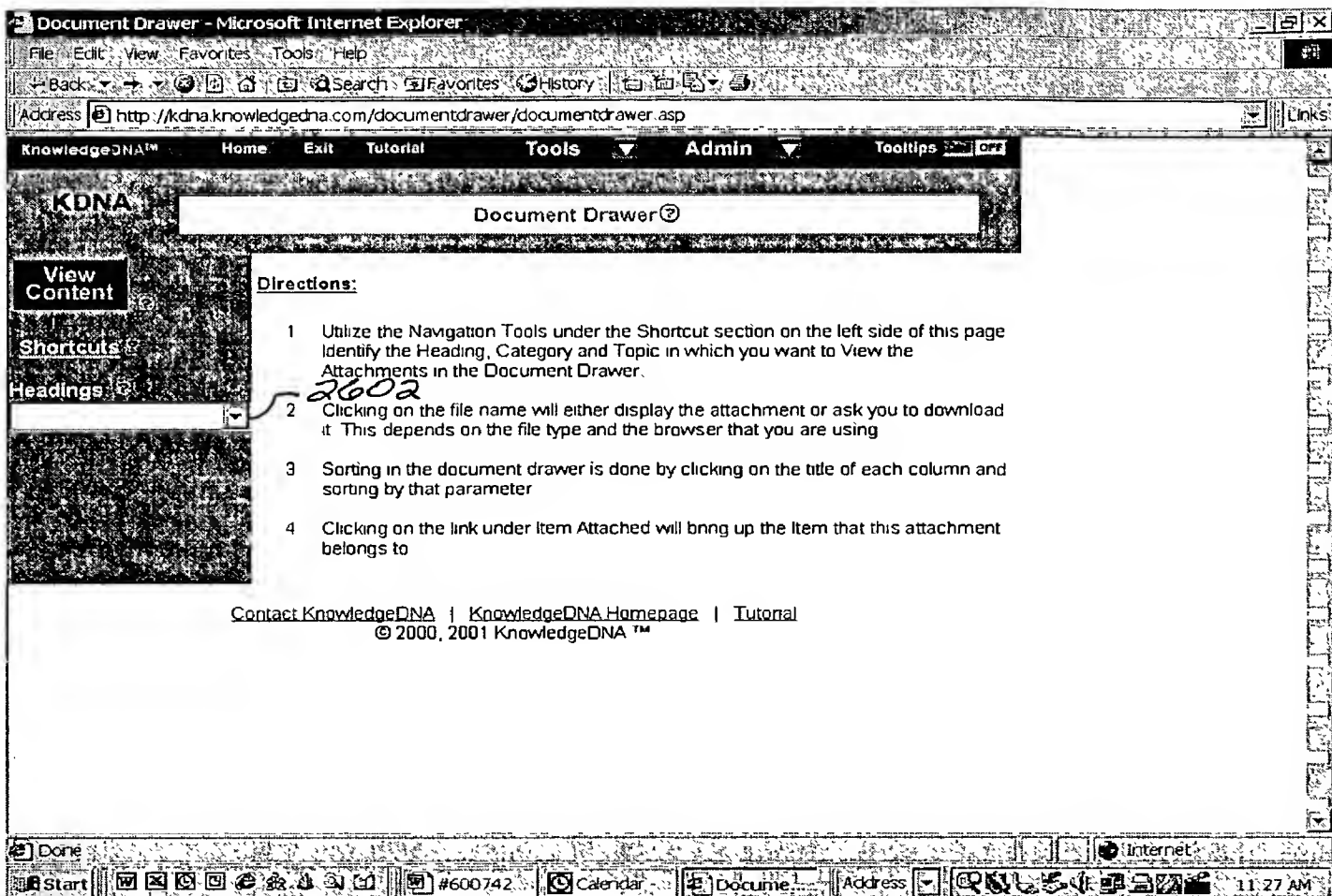


FIG. 25



2600

FIG. 26

Document Drawer - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History

Address http://kdna.knowledgedna.com/documentdrawer/documentdrawer.asp?ldq=All&head=28&cat=All&topics=0

KnowledgeDNA™ Home Exit Tutorial Tools Admin Tooltips

**KDNA** Document Drawer

View Content

Shortcuts

Headings: Legal

Categories: All Categories

Topics: All Topics

Password Protected Topics Not Shown(0)

Attachment/ Document	Deposit Date	User ID	Item Attached	Extention
Client_Limited_Access_Fc.doc	9/24/01	sstrickholm	Additional Development Documents	doc
KDNA-Interface_Components_TM.doc	9/23/01	sstrickholm	Knobbe, Martens Provisional Application 11/01/00	doc
kDNA-Unique_&_NonObvious.doc	9/23/01	sstrickholm	Knobbe, Martens Provisional Application 11/01/00	doc
kDNA-UserInterface-10.doc	9/23/01	sstrickholm	Knobbe, Martens Provisional Application 11/01/00	doc
KDNA-Conversion_Of_Responses.doc	9/23/01	sstrickholm	Knobbe, Martens Provisional Application 11/01/00	doc
KDNA-Decision_Chain-2.doc	9/25/01	sstrickholm	Additional Development Documents	doc
KDNA-Underlying_Principles-2.doc	9/25/01	sstrickholm	KDNA - Underlying Principles	doc
KDNA-Underlying_Principles.doc	9/23/01	sstrickholm	KDNA - Underlying Principles	doc
kDNA - REVIEW Interface.doc	9/24/01	sstrickholm	Additional Development Documents	doc
kDNA_Training_Upgrade.doc	9/23/01	sstrickholm	Online Training Module Upgrade	doc
Navigation_Map_for_kDNA_1.2.doc	9/24/01	sstrickholm	Additional Development Documents	2
Patent_Claims-jmc-45361.doc	9/23/01	sstrickholm	Knobbe, Martens Provisional Application 11/01/00	doc
Send_and_Receive_Alerts-2.doc	9/24/01	sstrickholm	Additional Development Documents	doc
Trademarks_Final-descriptions.doc	9/23/01	sstrickholm	Trademark Application 9/08/00	doc

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http://kdna.knowledgedna.com/terms/viewtest.asp?termid=192

Start #60074 Calendar Document Address 10:19 AM

2700

FIG. 27

Talent Search - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History Links

Address http://kdna.knowledgedna.com/talentsearch/talentsearch.asp

KnowledgeDNA™ Home Exit Tutorial Tools Admin Tooltips

KDNA Talent Search

View Content

Shortcuts

Headings

Search User Profiles

Enter Key Word:  2802

Search Content

Enter Key Word:  2804

Search Experience Level and Content

Enter Experience Level and Key Word:   2806

SEARCH

Contact KnowledgeDNA | KnowledgeDNA Homepage | Tutorial

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Start Internet Address 10:00 AM

2800

FIG. 28

Welcome to kDNA - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History Mail

Address http://kdna.knowledgedna.com/map.asp?basic=no

KnowledgeDNA™ Home Exit Tutorial Tools Admin Tooltips OFF

Setup / Admin  
Change Structure  
Knowledge Map

2902  
2904  
2906  
2908

KDNA

View Content

Shortcuts

Topic Privacy: ☐ No Password ☐ Password Required

Items Present: I: Idea Q: Question N: Newsletter R: Review

User Input Levels: ☐ Vote + Submit ☐ Respond + Vote ☐ Respond Only ☐ Read Only

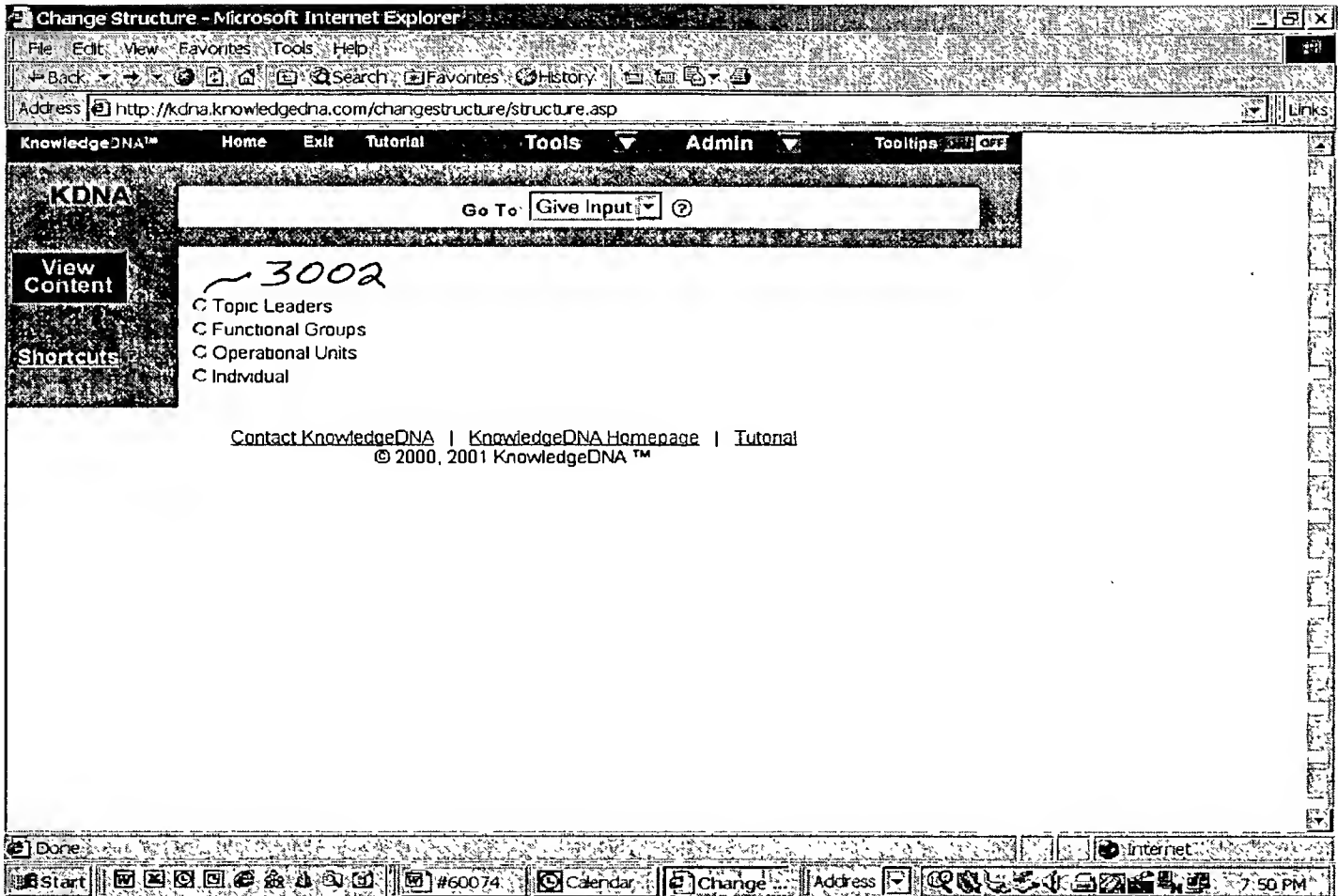
Heading / Category / Topic (#Items)	Types	Leaders	Levels	# of Clients
Digital Binders				
Administration		Steve Strickholm		
Capital Development		Andy Winchester		
Funding Partners		Andy Winchester		
Individual Investors (1)	I	Andy Winchester	▲	1
Institutional Funds (8)	I	Andy Winchester	▲	1
Strategic Planning		Andy Winchester		
Business Plan (3)	I	Sasha Globa	▲	1
Presentations (0)		Sasha Globa	▲	1
Series A Round (5)	I	Andy Winchester	▲	1
Series B Round (1)	I	Steve Strickholm	▲	1
Corporate		Sasha Globa		
Meetings		Sasha Globa		
Advisory Board (2)	N, R	Steve Strickholm	▲	4

http://kdna.knowledgedna.com/map.asp?basic=no#

Start #600742 Calendar Welcome Address 6:19 PM

1600

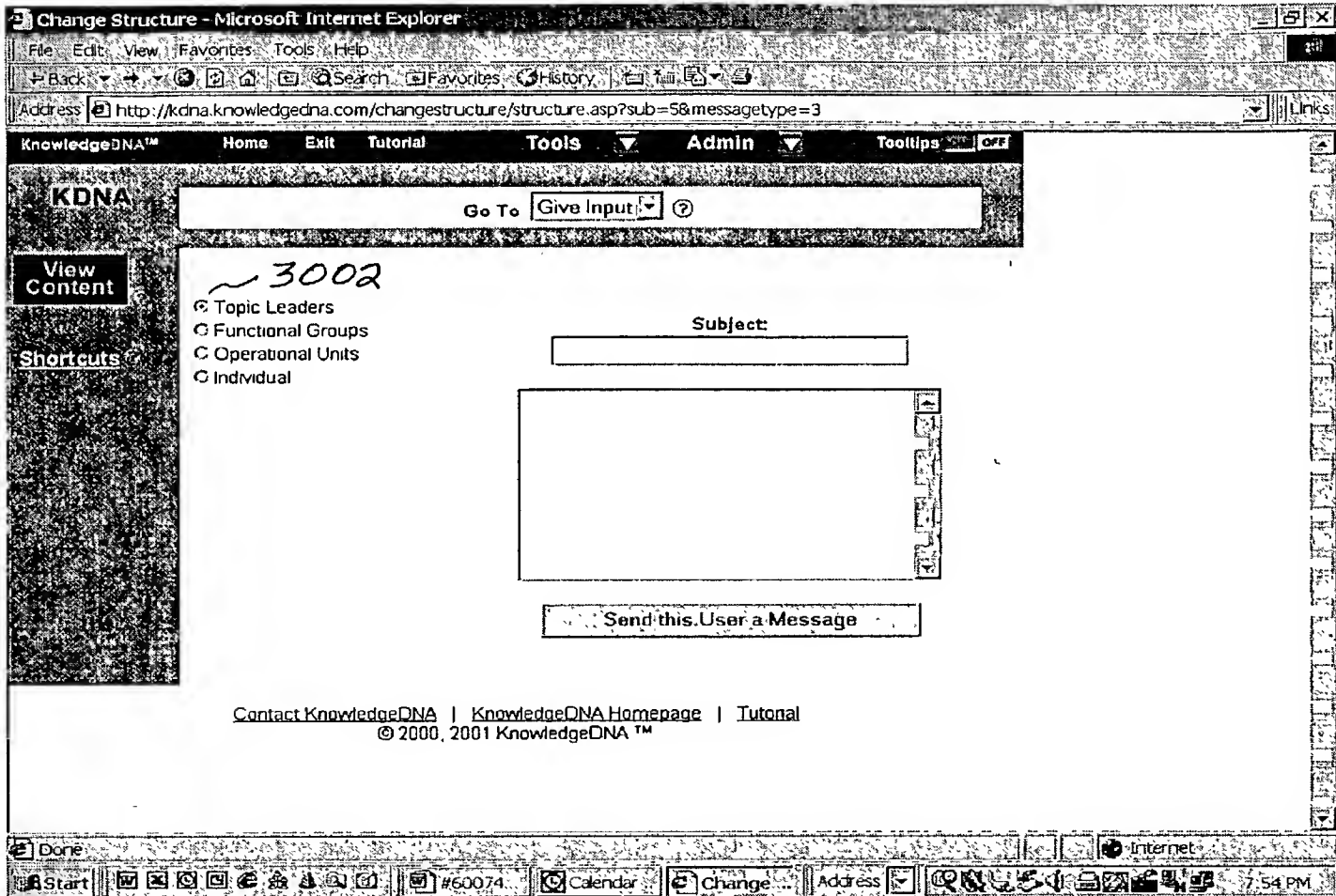
FIG. 29



3000

FIG. 30

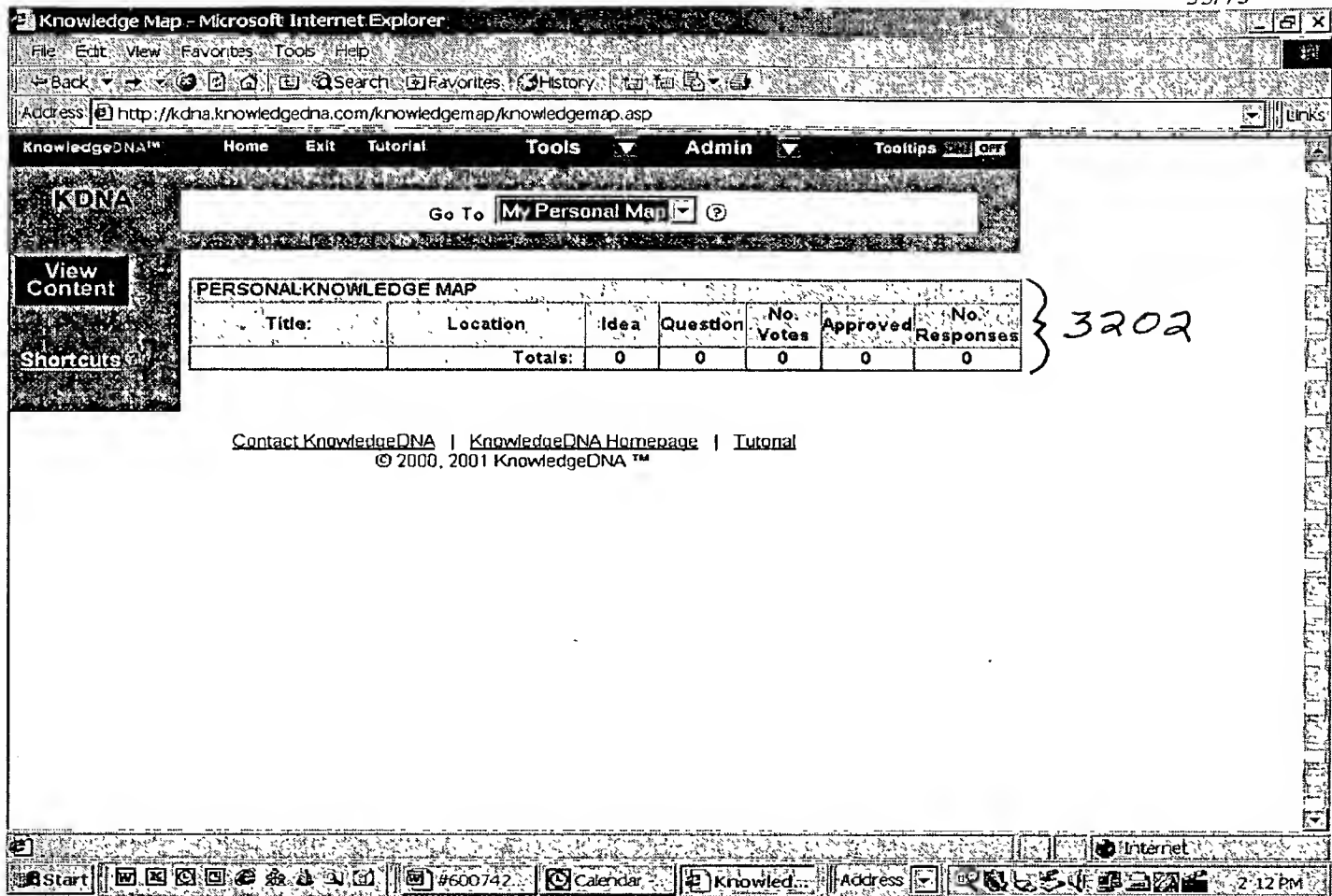




3100

FIG. 31





3200

FIG. 32



FIG. 33

View and Respond - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History Links

Address http://kdna.knowledgedna.com/items/View.asp?cat=All&head=2

KnowledgeDNA™ Home Exit Tutorial Tools Admin Tooltips

**KDNA**

View: All Sort 1: Created Date Sort 2: No. Votes

# Items: 6 [Add New Item](#) Password Protected Topics Not Shown(0)

	Title	Type	Author	Created	Last Response
1	Inherited Parameters vs. Distributed Control	I	sstrackholm	10/14/01	
2	Additional Development Documents	I	sstrackholm	9/24/01	10/11/01
3	Online Training Module Upgrade	I	sstrackholm	9/23/01	
4	Trademark Application 9/08/00	I	sstrackholm	9/23/01	
5	KDNA - Underlying Principles	I	sstrackholm	9/23/01	9/25/01
6	Knobbe Martens Provisional Application 11/01/00	I	sstrackholm	9/23/01	

[Add New Item](#)

~3402

View Content

Shortcuts

Headings

Legal

Corporate

Customer Adoption

Customer Support

Finance

Legal

Marketing

Personal

Sales

Technical Operations

Technical R&D

Training

Responses

Contact KnowledgeDNA | KnowledgeDNA Homepage | Tutorial

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Done

Start #600742... Calendar... View and... Address 1:31 PM

3300

FIG. 34

The screenshot shows the KnowledgeDNA website interface. The top navigation bar includes links for File, Edit, View, Favorites, Tools, and Help. The address bar shows the URL: http://kdna.knowledgedna.com/items/View.asp?cat=All&head=2. The main content area displays a list of topics with columns for Title, Type, Author, Created, and Last Response. A handwritten '3502' is next to the 'Additional Development Documents' entry. The left sidebar contains links for View Content, Shortcuts, Headings, Legal, Categories, All Categories, All Categories, Intellectual Property, Options, Title Only, Summary, Full View, and Responses. The bottom of the page includes a footer with contact information and copyright notice.

	Title	Type	Author	Created	Last Response
1	Inherited Parameters vs. Distributed Control	I	sstrackholm	10/14/01	
2	Additional Development Documents	I	sstrackholm	9/24/01	10/11/01
3	Online Training Module Upgrade	I	sstrackholm	9/23/01	
4	Trademark Application 9/08/00	I	sstrackholm	9/23/01	
5	KDNA - Underlying Principles	I	sstrackholm	9/23/01	9/25/01
6	Knobbe, Martens Provisional Application 11/01/00	I	sstrackholm	9/23/01	

3300

FIG. 35

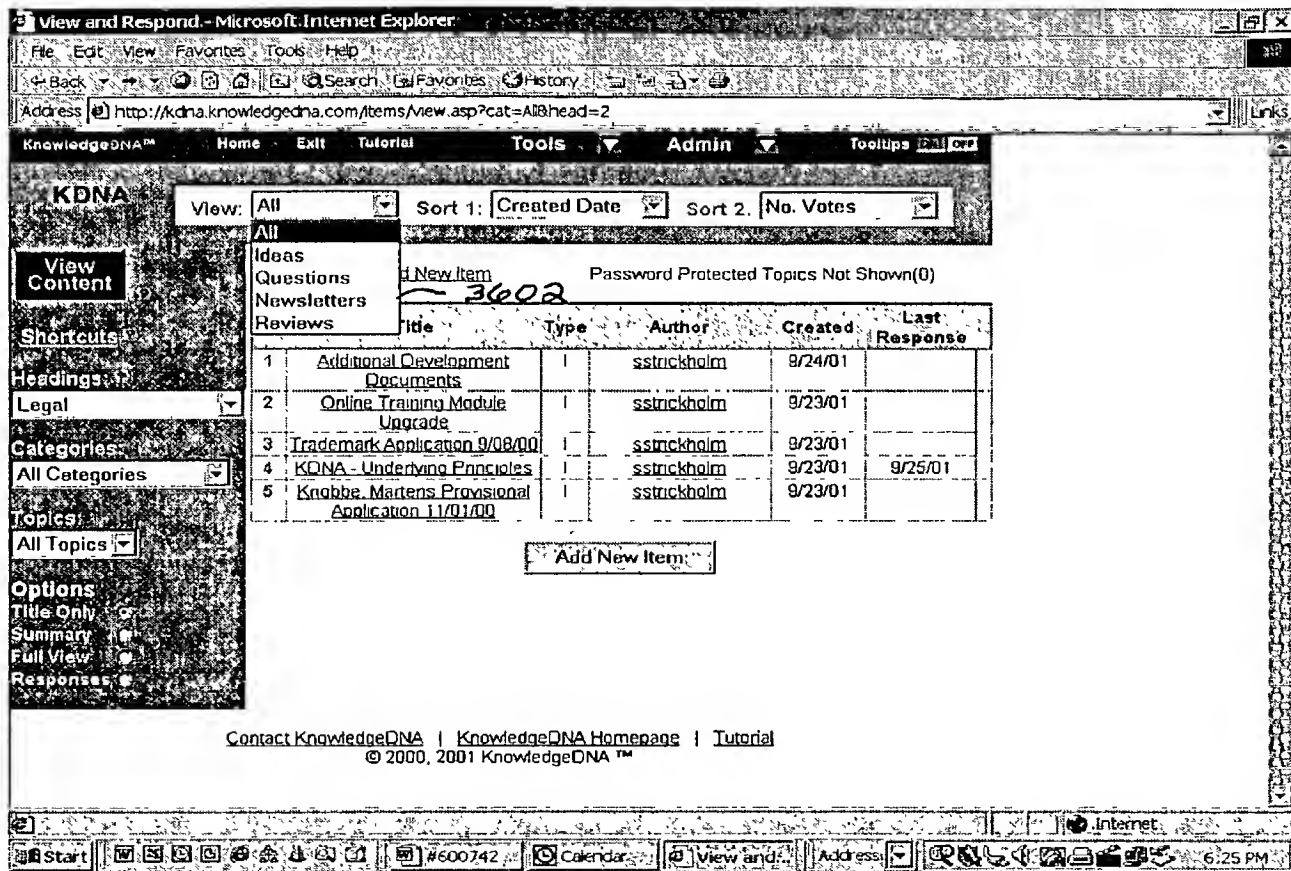


FIG. 36

View and Respond - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites History

Address http://kdna.knowledgedna.com/Items/View.asp?cat=All&head=2

KnowledgeDNA™ Home Exit Tutorial Tools Admin Tooltips On Off

**KDNA**

View: All Sort 1: Created Date Sort 2: No. Votes

# Items: 5 Add New Item

Protected Topics Not Shown(0)

3702

	Title	Author	Created	Last Response
1	Additional Development Documents	ssstockholm	9/24/01	
2	Online Training Module Upgrade	ssstockholm	9/23/01	
3	Trademark Application 9	ssstockholm	9/23/01	
4	KDNA - Underlying Principles	ssstockholm	9/23/01	9/25/01
5	Knobbe Martens Provisional Application 11/01/00	ssstockholm	9/23/01	

Add New Item

Contact KnowledgeDNA | KnowledgeDNA Homepage | Tutorial

© 2000, 2001 KnowledgeDNA™

Start #600742... Calendar View and Address 6:26 PM

3300

FIG. 37

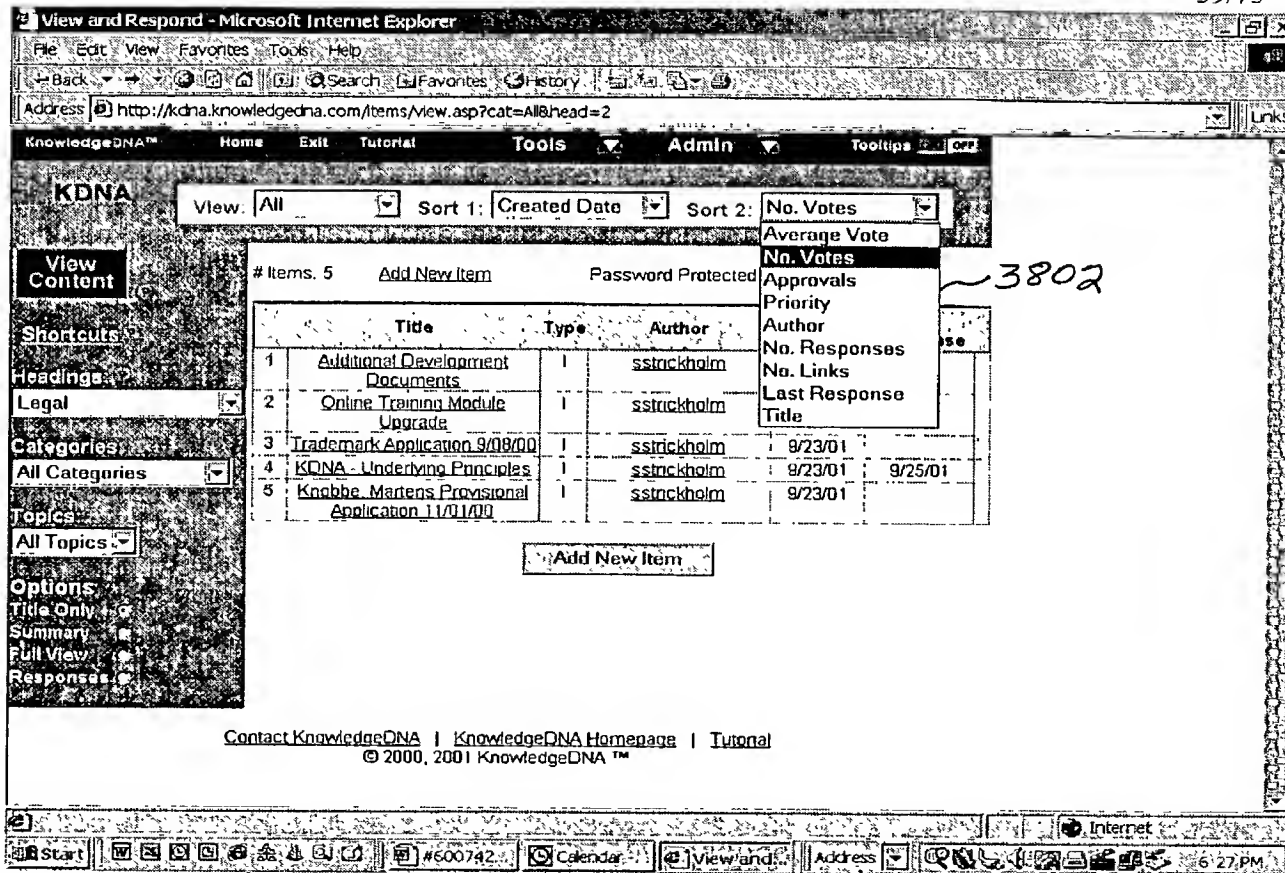


FIG. 38

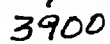
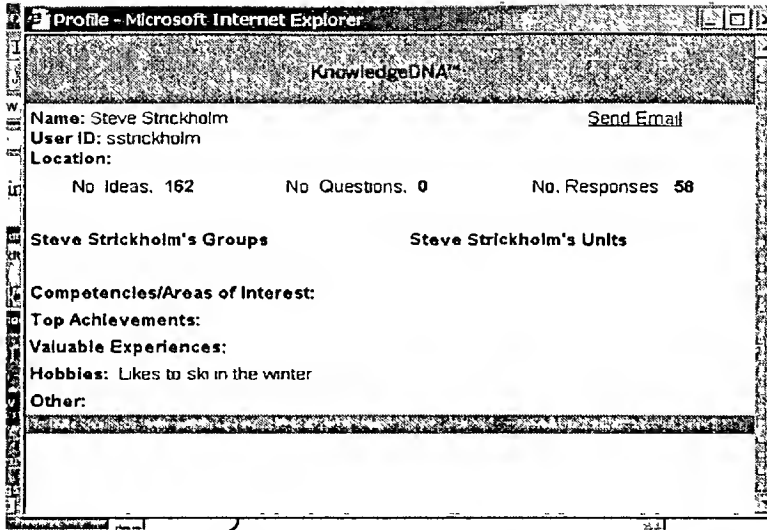


FIG. 39



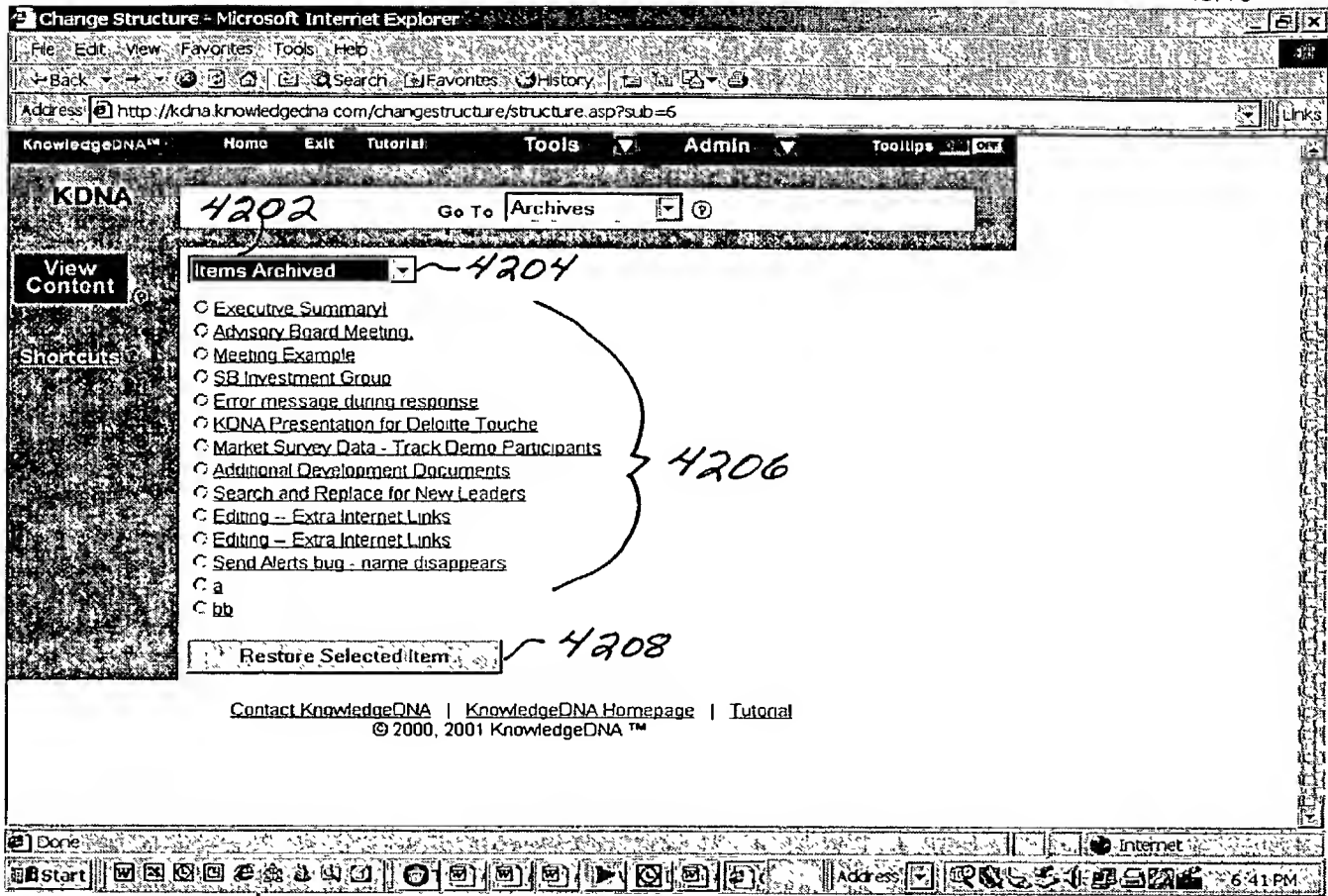


FIG. 40



4100

FIG. 41



4200

FIG. 42

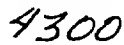


FIG. 43

User Login - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History

Address http://kdna.knowledgedna.com/items/addresponse.asp?itemID=196&idq=idea&head=28&cat=27&topics=68

KnowledgeDNA™ Home Exit Tutorial Tools Admin Tooltips

KDNA

View Content

Shortcuts

Headings

Legal

Categories

Intellectual Property

Topics

Software Patents

### Respond to Idea

Response Author: SGradlsar Wednesday, October 10, 2001

<b>Title:</b>	Additional Development Documents
<b>Summary:</b>	This are descriptions of some additional functionalities for the database.
<b>Contents:</b>	Most of these are currently implemented. A few of these are still awaiting development. See attachments below
<b>Response:</b>	

Cancel Response Respond Clear Fields

Contact KnowledgeDNA | KnowledgeDNA Homepage | Tutorial  
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Done Internet

Start #600742 Calendar User Login Address 8:19 AM

4402

4404

4400

FIG. 44

4400

FIG. 45

User Login - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History Taskbar

Address http://kdna.knowledgedna.com/Items/responsemore.asp?ItemResponseID=146&resnum=196&idq=idea&head=28&cat=27&topics=68 Links

KnowledgeDNA™ Home Exit Tutorial Tools Admin Tooltips On Off

KDNA

Shortcuts

Headings

Legal

Categories

Intellectual Property

Topics

Software Patents

Option -- Add Additional Resources

Response: I think we need an expanded discussion of Topics in this context

Internal Links — 4602 External Links — 4604

No Internal Links No External Links

Attachments — 4606

No Attachments

Internal Links To Database Items:

Item Number: 4608 1. Test Link 4610

Test Link will open that link up in a new window

2. Add Link 4612

External Internet Links: 4614

http:// 1. Test Link 4616

Link will open that link up in a new window

2. Add Link 4618

Attach File: 4620

Browse... 4624

Attach This File 4622

Finish This Response 4626

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Done

Start #600742 Calendar User Login Address 8:25 AM

4600

FIG. 46



FIG. 47



User Login - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Search Favorites History

Address http://kdna.knowledgedna.com/items/responsealerts.asp?push=yes&resnum=1968&itemResponseID=1468&head=28&cat=27&topics=68

KnowledgeDNA™ Home Exit Tutorial Tools Admin Tooltips

# KDNA

[View Content](#)  
[Shortcuts](#)  
[Headings](#)  
[Legal](#)  
[Categories](#)  
[Intellectual Property](#)  
[Topics](#)  
[Software Patents](#)

## Optional Alerts to Yourself or Others

**Alert Me**

[Remove Email Alert](#)

**Alert Others**

[Home Page Alert](#) - Alert Others to my new Response via their Home Page

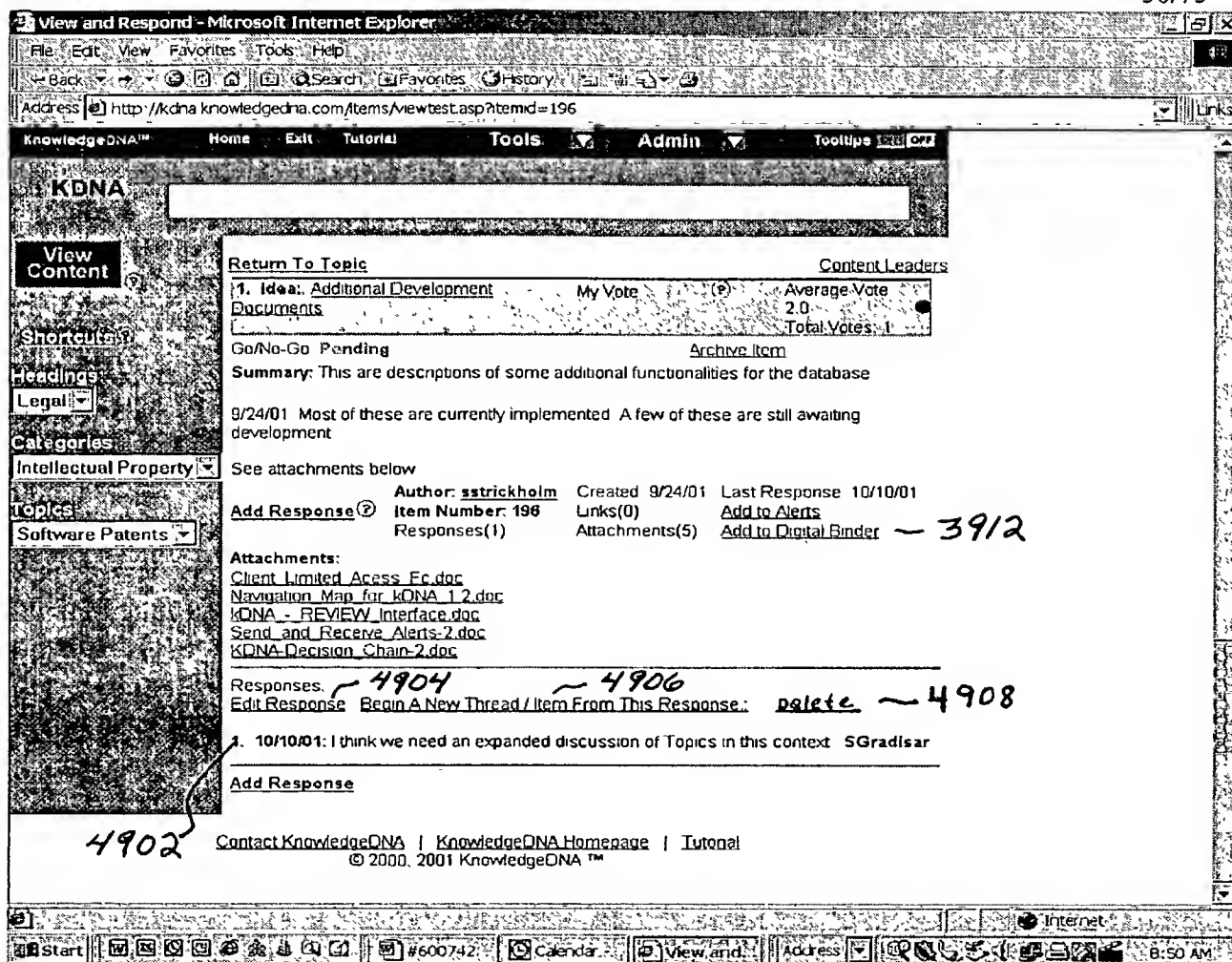
Select Recipients	Move	Current Recipients
<ul style="list-style-type: none"> <li>Heading Leader</li> <li>Category Leader</li> <li>Topic Leader</li> <li>Affiliated Clients</li> <li>Item Author</li> <li>All Respondents</li> <li>-----</li> <li>Andoni Lizardy</li> <li>Andy Winchester</li> <li>Brad Weirick</li> <li>Eric Brown</li> </ul>	<div>&gt;&gt;&gt;</div> <div>&lt;&lt;&lt;</div>	

[Finalize Alerts and Return To Item](#)

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FIG. 48



3900

FIG. 49

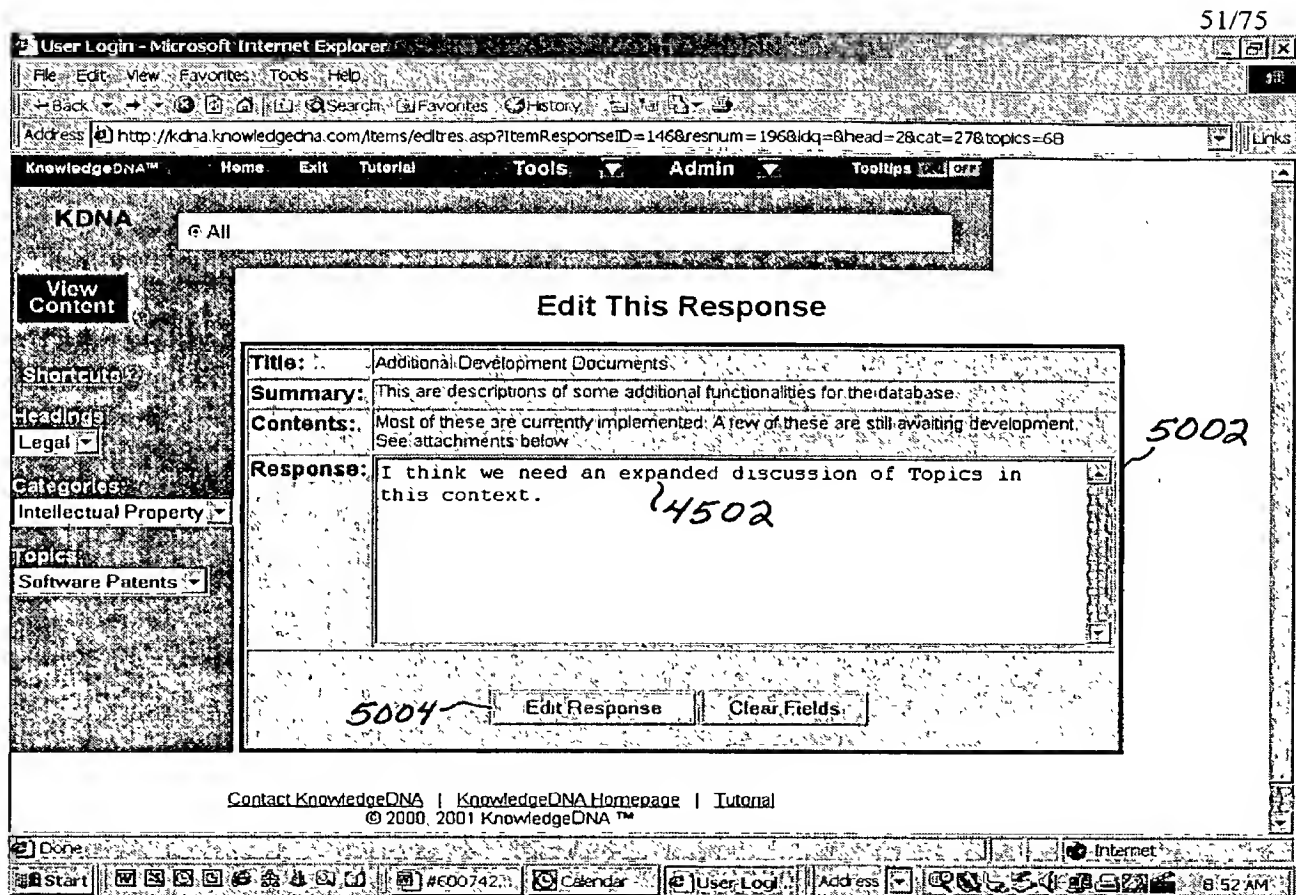


FIG. 50

52/75

User Login - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History

Address http://kdna.knowledgedna.com/items/editresponse.asp?ItemResponseID=146&resnum=196&ldq=&head=28&cat=27&topics=68

KnowledgeDNA™ Home Exit Tutorial Tools Admin Tooltips

KDNA

View Content

Shortcuts

Headings

Legal

Categories

Intellectual Property

Topics

Software Patents

## Begin New Thread

Author: SGradisar Wednesday, October 10, 2001

Convert to

Title: 5102

Summary:

Contents: I think we need an expanded discussion of Topics in this context. 4502

5108

Convert Response Clear Fields

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Done

Start #600742 Calendar User Log Address 8:54 AM

5100

FIG. 51

User Login - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites History

Address http://kdna.knowledgedna.com/items/editresponse.asp?ItemResponseID=146&resnum=196&idq=8&head=28&cat=278&topics=68

KnowledgeDNA™ Home Exit Tutorial Tools Admin Tooltips

KDNA

View Content

Shortcuts

Headings

Legal

Categories

Intellectual Property

Topics

Software Patents

### Begin New Thread

Author: SGradisar **5202** Wednesday, October 10, 2001

Convert to

Title:	Topics and Client Limited Access <b>5102</b>
Summary:	Defining the role of topics and client limited access. <b>5104</b>
Contents:	I think we need an expanded discussion of Topics in this context. <b>5106</b>

**5108** Convert Response Clear Fields

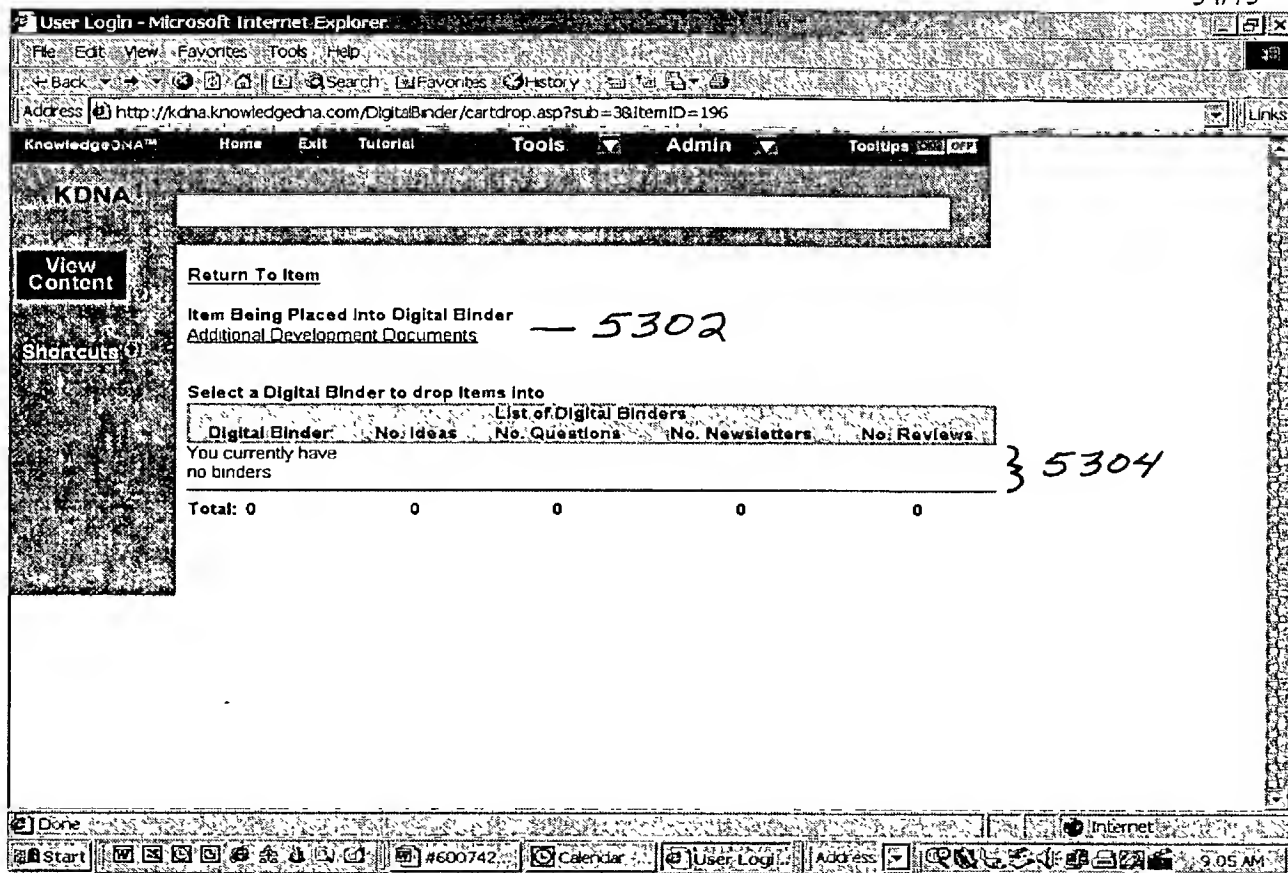
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Start #600742 Calendar User Login Address 8:59 AM

**5100**

FIG. 52



5300

FIG. 53

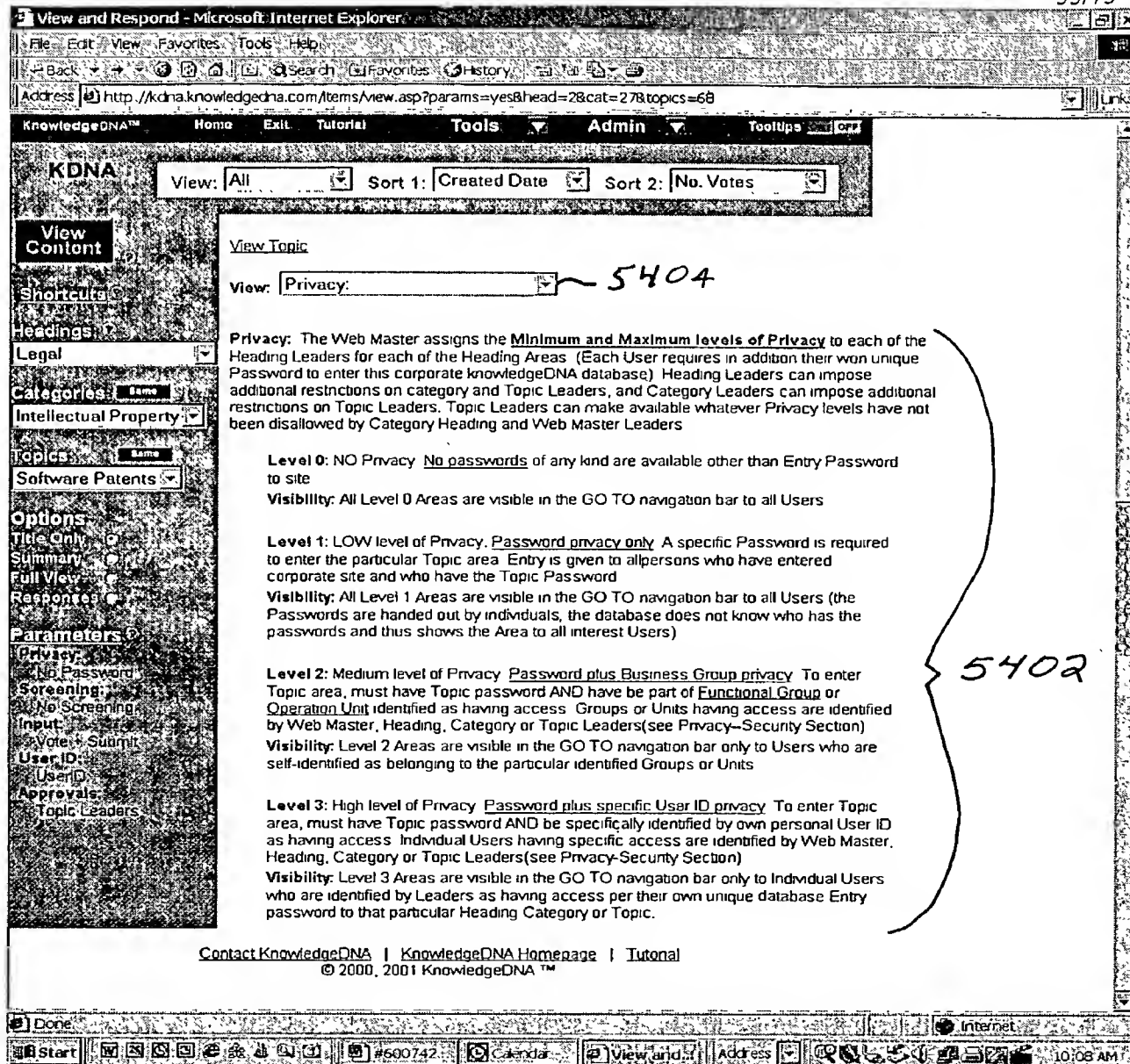


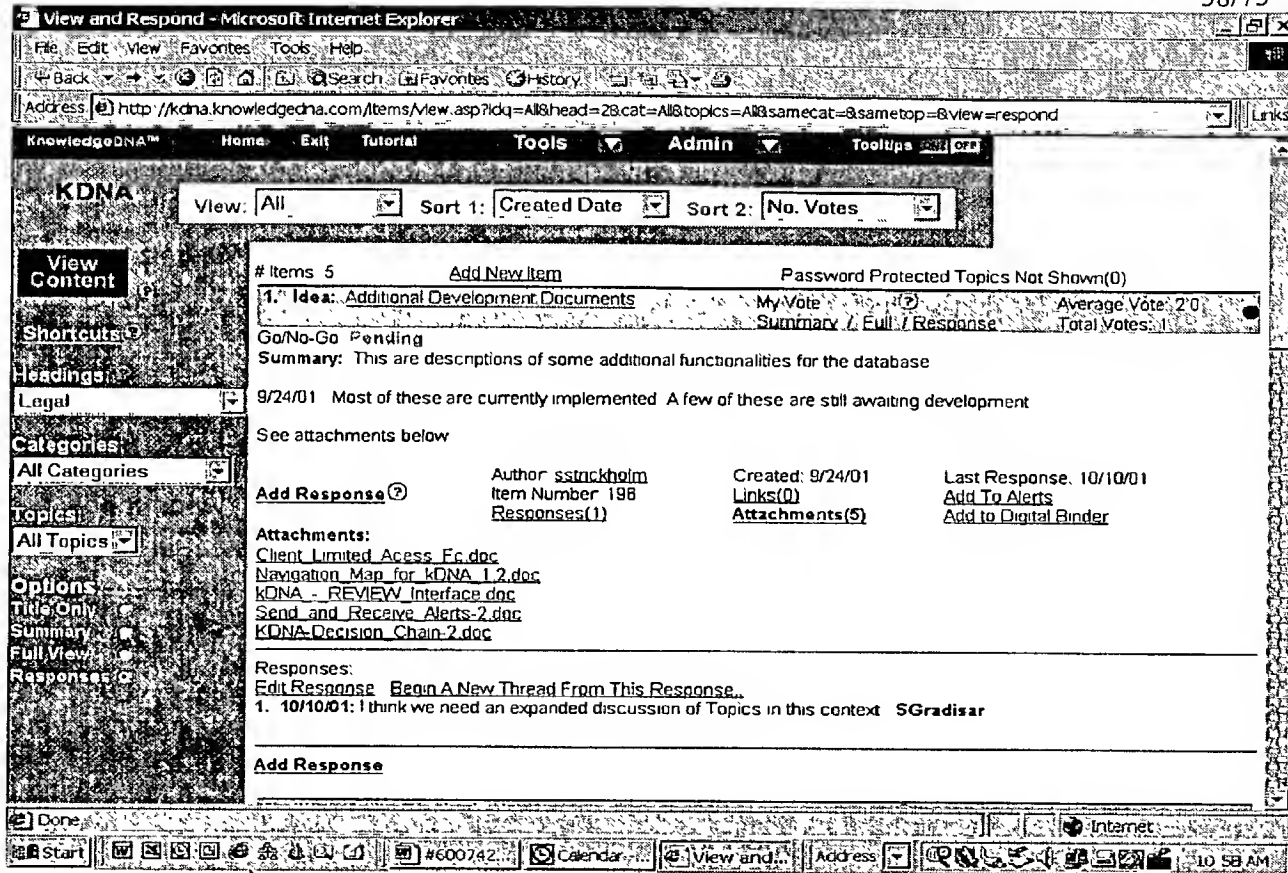








FIG. 56



5700

FIG. 57

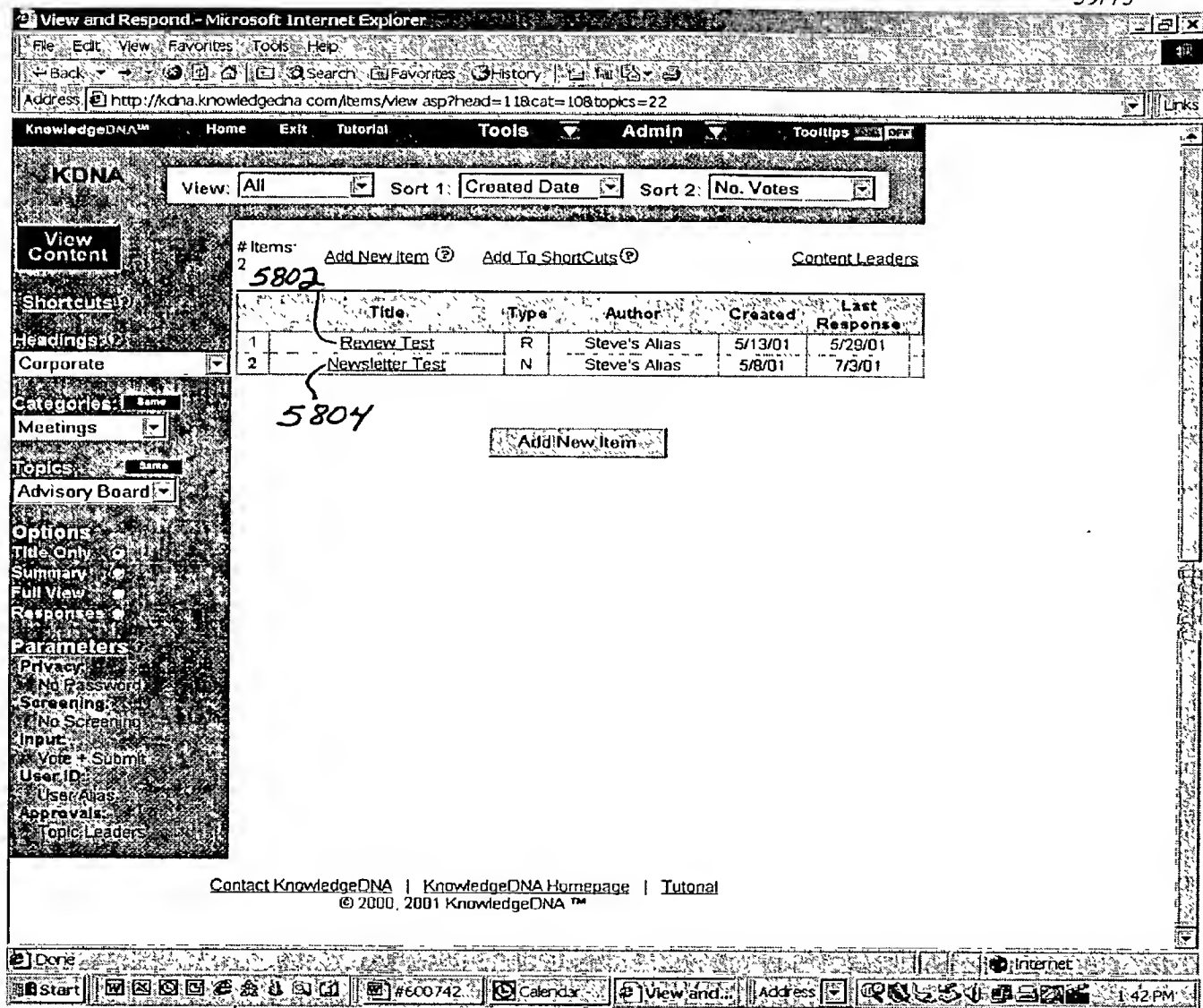


FIG. 58

[illegible]

5900

FIG. 59

User Login - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History

Address http://kcdna.knowledgedna.com/items/addressresponse.asp?ItemID=1258Idq=Review&head=118&cat=108&topics=22 Links

KnowledgeDNA™ Home Exit Tutorial Tools Admin Tooltips

**KDNA**

Add Response

**View Content**

**Shortcuts**

**Headings:**  
Corporate

**Categories:**  
Meetings

**Topics:**  
Advisory Board

**Respond to Review**

**Response Author:** SGradisar **Sunday, October 21, 2001**

**Title:** Review Test

**Summary:** Test

**Contents:** Testing adding content the the Review. Not sure whether the content uses the full width of the page here

**Response:**

Cancel Response Respond Clear Fields

~ 6002

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Done Internet

Start #600742... Calendar User Log... Address 1:48 PM

FIG. 60

User Login - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites History

Address http://kdna.knowledgedna.com/items/addresponse.asp?ItemID=125&Idq=Review&head=11&cat=10&topics=22

KnowledgeDNA™ Home Exit Tutorial Tools Admin Tooltips

**KDNA**

Add Response ?

**View Content**

Shortcuts

Headings: Corporate

Categories: Meetings

Topics: Advisory Board

**Respond to Review**

Response Author: SGradisar Sunday, October 21, 2001

<b>Title:</b>	Review Test
<b>Summary:</b>	Test
<b>Contents:</b>	Testing adding content the the Review. Not sure whether the content uses the full width of the page here.
<b>Response:</b>	<p>It looks like it does not.</p> <p>6102</p>

6002

Cancel Response Respond Clear Fields

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Start #600742... Calendar User Log... Address 1:50 PM

6000

FIG. 61

View and Respond - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites History

Address: http://kdna.knowledgedna.com/items/viewtest.asp?itemid=114

KnowledgeDNA™ Home Exit Tutorial Tools Admin Tooltips

**KDNA**

**View Content**

**Shortcuts**

**Headings:**  
Corporate

**Categories:**  
Meetings

**Topics:**  
Advisory Board

**Return To Topic** 56202 Content Leaders

Title: Newsletter Test I Will Participate: Yes  
Not

Posted: 5/8/01 RSVP's (1)

**Summary: TEST** 56204

Location City: Region: Country:  
Group 1 All Group 2 All

5/8/01 Testing adding content to the Newsletter Not sure whether the content uses the full width of the page here

Links(0) Author: sstrickholm Deadline  
Responses(0) Item Number 114 Event: Add To Alerts  
Add Response Attachments(0) Archive Add to Digital Binder

Internal Links  
External Links  
Attachments:

Responses  
Add Response

Will Participate	Won't Participate
Steve Strickholm 9/20/01	John Doroshenk 9/20/01

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Done Start #600742 Calendar View and Address 1:55 PM

6200

FIG. 62



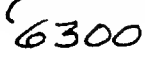


FIG. 63



User Login - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History

Address http://kdna.knowledgedna.com/admin/admin.asp

KnowledgeDNA™ Home Exit Tutorial Tools Admin Tooltips

KDNA

Go To Create Structure 6414

View Content

Shortcuts

Organization Structure

Content Structure and Leaders

Set User Capabilities

Set User Access Levels

Reports on Access Level Activity

Access Level Definitions

Create Structure To Do List Set-Up: 6416

- To Rename, Move, Consolidate or Archive go to Change Structure.
- Leaders set up the different Functional Groups and Operation Units
- Leaders set up the Headings, Categories, and Topics as well as the subordinate leaders below their level
- Web Master selects User Capabilities for all User Levels.
- Leaders define abilities of subordinate Leaders and users Levels of Access.
- Go to: Set-Up My Personal Profile Page.

Set-Up Structure Menu Outline:

- 1 Organization Structure ~ 6402
  - A Define Organization Structure Web Master sets up the different Functional Groups and Operation Units.
  - B Reports on Organization Structure Shows the number of individual Users attached to different Groups and Units
- 2 Content Structure and Leaders ~ 6404
  - A Define Content Structure Leaders assign the Headings, Categories, and Topics and the associated leaders below them.
  - B Expandable Report on Content Structure Shows names and counts numbers of Heading, Category, and Topic Leaders
- 3 Set User Capabilities ~ 6406
  - A Activate Filtering Options Web Master selects Filtering Capabilities for all User Levels.
- 4 Set User Access Levels ~ 6408
  - A Access Level Summary Overview of Access Levels
  - B Setting Access Levels: Leaders define abilities of subordinate Leaders and Users Levels of Access.
- 5 Reports on Access Level Activity, Number Of Topic Areas ~ 6410
  - A Privacy
  - B Screen Ideas.
  - C Read/Write Capabilities
  - D Use Of Aliases
  - E Go/No-Go Approval Of Ideas
- 6 Access Level Definitions, Levels of Control ~ 6412
  - A Privacy
  - B Screen Ideas
  - C Read/Write Capabilities
  - D Use Of Alias
  - E Go/No-Go Approval Of Ideas

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Start 6400 Internet 6:46 PM

FIG. 64

6500

FIG. 65 .

Microsoft Internet Explorer - User Login - KnowledgeDNA

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites History Print

Address http://kdna.knowledgedna.com/admin/admin.asp?sub=10&pagenum=3

KnowledgeDNA Home Exit Tutorial Tools Admin ToolTips

KDNA

Go To Create Structure

View Content

Shortcuts

Organization Structure

Content Structure

Set User Capabilities

Set User Access Levels

Reports on Access Level Activity

Access Level Definitions

Reports On Content Structure

Top Level	
Web Master	Steve Strickholm Sasha Globa Stanley Gradisar Rick Tache

Headings	Add a New Heading
Set Headings	
Heading Labels	Administration Legal Finance Marketing Sales Technical R&D Technical Operations Capital Development Customer Adoption Customer Support Corporate Personal Training

Add a New Heading	
Heading Name	Steve Strickholm ~ 6602
Heading Leader	Steve Strickholm ~ 6604
Add New Heading	~ 6606

Assign Heading Leaders	
Administration	Steve Strickholm
Legal	Steve Strickholm
Finance	Sasha Globa
Marketing	Andoni Lizardy
Sales	Mike Bley
Technical R&D	Keith Carlson
Technical Operations	Jeff Boone
Capital Development	Andy Winchester
Customer Adoption	Marjorie McKean
Customer Support	Eric Brown
Corporate	Sasha Globa
Personal	Steve Strickholm
Training	Sasha Globa

Categories	Add a New Category
~ 6608	

Topics	Add a New Topic
~ 6610	

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Done Start Internet

Address

7:03 PM

6600

FIG. 66

Internet Explorer 5.0

Address: http://kdna.knowledgedna.com/admin/admin.asp?sub=108&pagenum=3&top=2

KnowledgeDNA™ Home Edit Tutorial Tools Admin Tooltips

KDNA

Go To Create Structure

View Content

Structure

Organization Structure

Content Structure

Set User Capabilities

Set User Access Levels

Reports on Access Level Activity

Access Level Definitions

Reports On Content Structure

Top Level	
Web Master	Steve Strickholm Sasha Globa Stanley Gradisar Rick Tache
Headings	Add a New Heading
Categories	Add a New Category
Set Categories	Choose Heading: Administration
Category Labels	Set Categories
Add a New Category	Category Name: ~ 6702 Category Leader: Steve Strickholm ~ 6704 Add New Category ~ 6706
Assign Category Leaders	Assign Category Leaders
Topics	Add a New Topic

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Done Internet 7:15 PM

FIG. 67

**Filter Capabilities:**

Leader Group	Filter Out Items	Filter In/Out Business Groups	Filter In/Out Individual Users	Add New Users
Heading Leaders	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>
Category Leaders	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>
Topic Leaders	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>
Users / Clients	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>No</u>

**Group Messages:**

Sent From:	To All Users	To Heading Leaders	To Category Leaders	To Topic Leaders	To Fcal or Oper Units
Leaders	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>
Users / Clients	<u>No</u>	<u>No</u>	<u>No</u>	<u>Yes</u>	<u>No</u>

**Individual Message Type**

Sent From:	Internal Alerts	External Email
Leaders	<u>Yes</u>	<u>Yes</u>
Users / Clients	<u>Yes</u>	<u>Yes</u>

**Show User Capabilities**

Users:	View Leaders	View Users
Leaders	<u>Yes</u>	<u>Yes</u>
Users / Clients	<u>Yes</u>	<u>Yes</u>

**Update User Profile:**

Users:	Allow Updates
Leaders	<u>Yes</u>
Users / Clients	<u>Yes</u>

FIG. 68

6900

FIG. 69



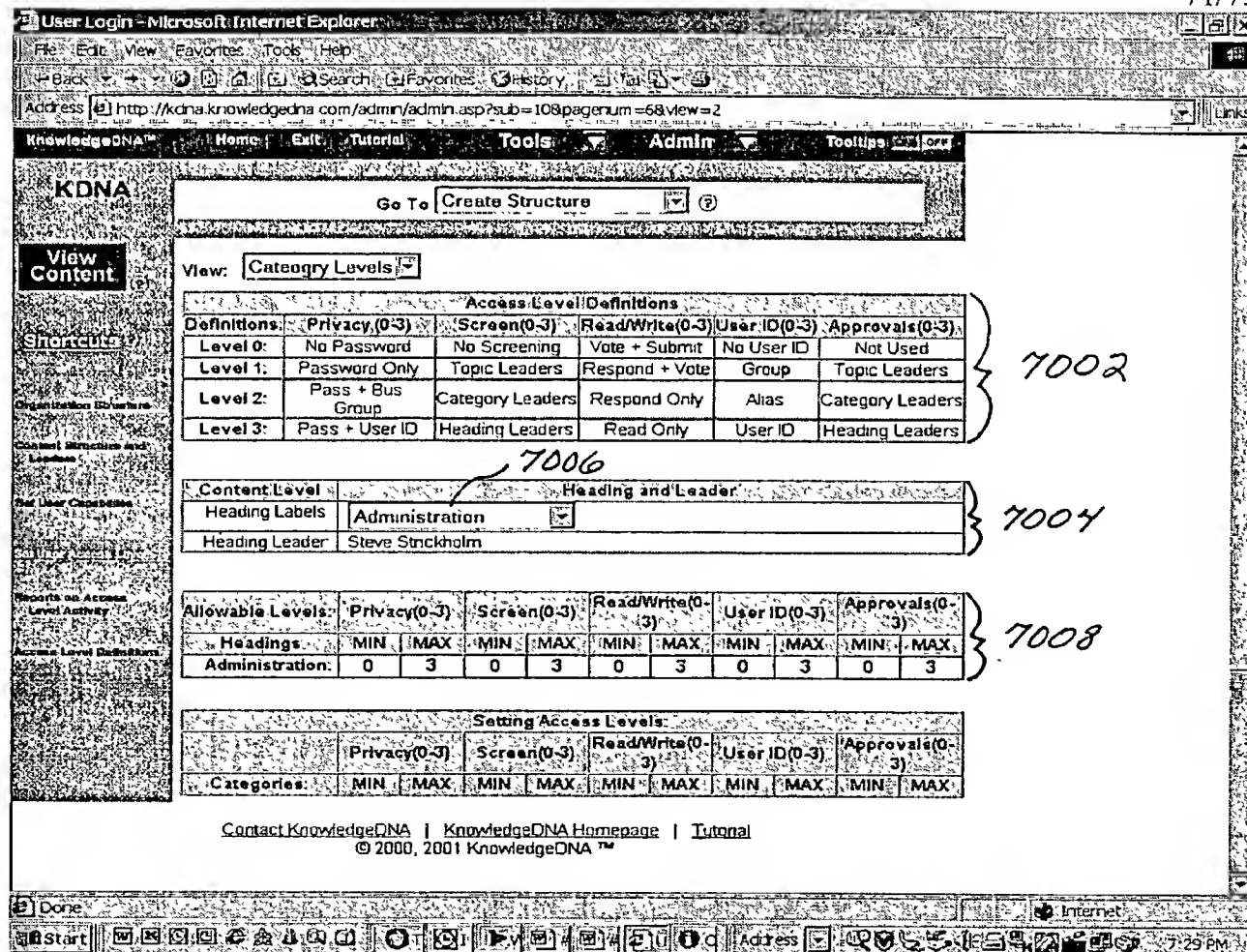


FIG. 70

The screenshot displays the KnowledgeDNA administrative interface. The browser's address bar shows the URL: <http://kdna.knowledgedna.com/admin/admin.asp?sub=10&pagenum=6&view=3>. The interface includes a navigation bar with links like Home, Exit, Tutorial, Tools, Admin, and Tooltips. On the left, there is a sidebar with options such as View Content, Show Content, Organization Structure, Content Structure and Leaders, Set User Capabilities, Reports on Access Level Activity, and Access Level Definitions.

The main content area shows the 'Create Structure' page. It includes a 'View' dropdown set to 'Topics Levels'. The 'Access Level Definitions' table is highlighted with a red bracket and the number 7102. This table defines access levels for various topics. Below it, the 'Content Level' table is highlighted with a red bracket and the number 7106, showing topic labels and leaders. The 'Allowable Levels' table is highlighted with a red bracket and the number 7108, showing minimum and maximum values for different access levels. The 'Setting Access Levels' table is highlighted with a red bracket and the number 7110, showing the process of setting access levels for individual investors. The 'Individual Investors' row in this table is highlighted with a red bracket and the number 7112. Finally, the 'Set Topic Password' form is highlighted with a red bracket and the number 7114, showing a password field and a 'Submit Password' button.

Handwritten annotations in red and blue ink mark specific sections:

- 7102: Access Level Definitions table
- 7106: Content Level table
- 7108: Allowable Levels table
- 7110: Setting Access Levels table
- 7112: Individual Investors row in the Setting Access Levels table
- 7114: Submit Password button in the Set Topic Password form

7100

FIG. 71



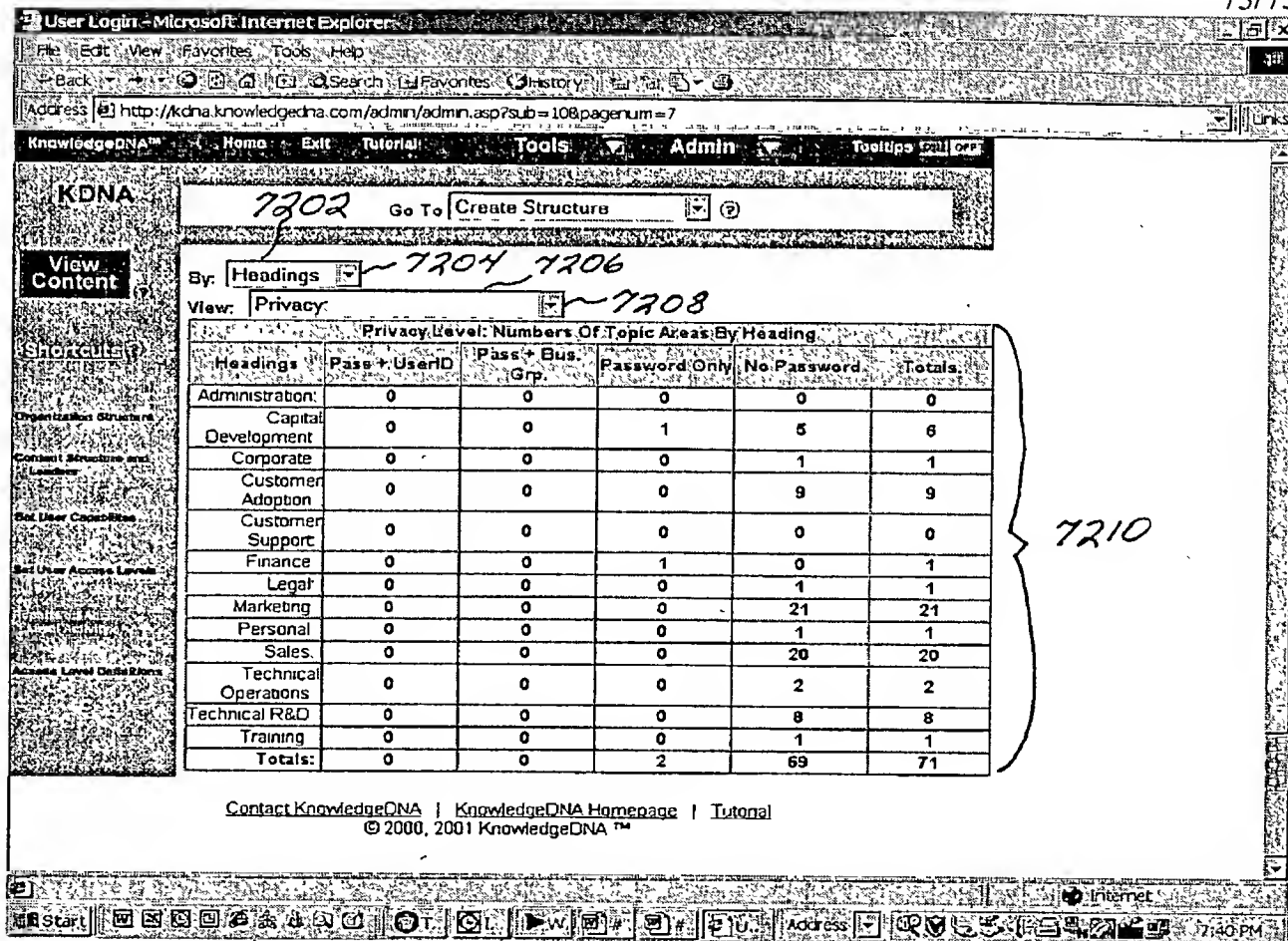


FIG. 72

User Login - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites History

Address http://kdna.knowledgedna.com/admin/admin.asp?sub=7

KnowledgeDNA™ Home Exit Tutorial Tools Admin Tooltips Off

KDNA

Go To Add New User

View Content

Shortcuts

User Name

Password

Repeat Password

First Name

Middle Name

Last Name

Email

User Type

Add New User

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FIG. 73

User Login - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History Mail

Address http://kdna.knowledgedna.com/admin/admin.asp?sub=9

KnowledgeDNA™ Home Exit Tutorial Tools Admin Tooltips Off

KDNA

Go To Add and Affiliate Clients

View Content

Shortcuts

Add New Clients

User Name

Password

Repeat Password

First Name

Middle Name

Last Name

Email

User Type

Add New User

Affiliate Current Clients

Client Type

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Done Start Internet 7:57 PM